JULY 22, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

phenomenal!

that's about the only word that adequately describes the run-away popularity of WOR programs week after week and month after month.

consider, if you will:

According to the Nielsen Radio Index, New York Area, March, 1946— *10 of the 15 most popular local programs* (other than news) *are on WOR.*

According to C. E. Hooper, Mar.-Apr., 1946—*9 of the 15 most popular local programs* (other than news) *are on WOR.*

According to the Nielsen Radio Index, New York Area, March, 1946—*6 of the 11 most outstanding local news programs* (not counting commentators) *are on WOR.*

According to C. E. Hooper, Mar.-Apr., 1946—*6 of the 11 most outstanding local news programs* (not counting commentators) *are on WOR.*

Remarkable? In a way, but not to the more than 200 advertisers and their agencies who consistently make a habit of buying this more for less on WOR.

WOR

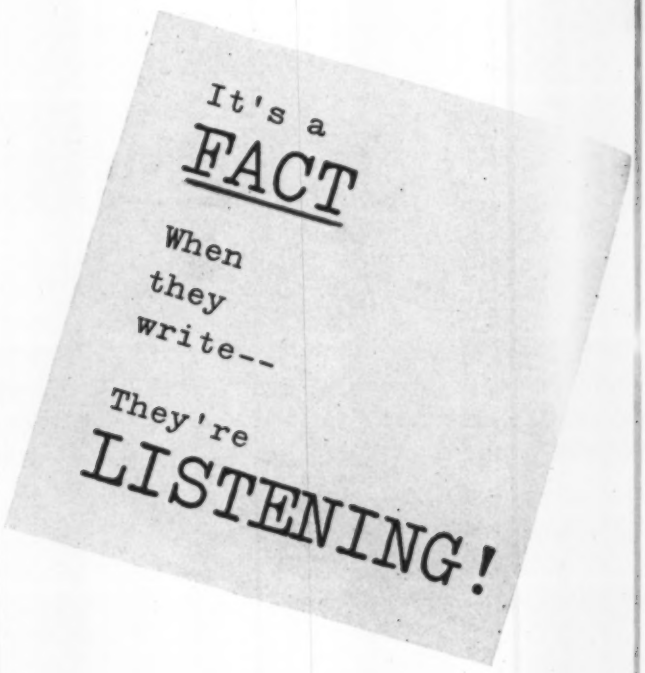
—that power-full station at 1440 Broadway, in New York

MUTUAL

IN THIS ISSUE: FM STATION GRANTS TO JULY 15, 1946

speaking of

FACTS...



WLS *received*

749,488 LETTERS IN HALF A YEAR!

WE'RE more than on our way to another million letters this year. In the first six months of 1946, 749,488 letters and postcards were received at WLS. In 16 previous years WLS listeners have sent in 17 million letters—and now we're on our way to another year—another million!

EVERY YEAR for 16 years WLS listeners have dropped over a million letters into their mail boxes ... addressed to their old friend—WLS. Here's tangible evidence that WLS moves people to act ... generates response—in short, that WLS Gets Results!

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

HARRIDGE D. BUTLER President
GLENN SNYDER Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

REPRINT

FROM THE JULY 16, 1946
EDITORIAL PAGE OF
THE ST. LOUIS POST-DISPATCH

Television on the Way

What the color television question narrows down to is whether the nation wishes to hold up one good thing in hope for something better some time in the future. This has never been the American way of solving technological and economic problems. Consequently, radio organizations across the country are going ahead with plans for immediate commercial use of black-and-white television, and the Post-Dispatch radio station, KSD, announced yesterday that it expects to have sight-and-sound broadcasts on the air by next March.

The issue, as described recently by a Post-Dispatch correspondent, is between advocates of color television vs. proponents of black-and-white transmission. The color champions want to hold up present monochrome television until color reproduction is practicable. But the principal fact in this dispute is that black-and-white supporters already have won. The Federal Communications Commission has provided standards for, and is encouraging swift development of, black-and-white television. The FCC has good reasons for doing so.

Color television's advantages, in eye appeal to viewers and advertisers, is offset by serious faults. Color is not now an integral part of the televised image, but is added to the picture with a rotating color wheel. According to the Electronics Industries magazine, this produces images of low light intensity, with fuzzy edges, viewable only in a dark room. Furthermore, color equipment is costly, color transmission has to be line-of-sight without interfering obstacles, and color networks do not appear to be feasible through use of coaxial cables.

But the main consideration is that black-and-white television is ready to go. The television of the Louis-Conn fight proved this to enthusiastic viewers in four cities. Sets are being produced in volume. Use of color is, on the other hand, at least three years off by admission of its champions. Meantime, science is working on an "electronic" color system, which might some day assure direct reception of color scenes instead of the mechanical application of color.

Color's proponents now contend that black-and-white television equipment will become obsolescent in a few years. In a few more years, of course, present color equipment may also be obsolete. But American industry has never held up progress for lack of perfection; it has produced, perfected and overcome obsolescence in a steady advance. What would have become of motion pictures, if they had been delayed until the perfection of technicolor, which even now is not completely satisfactory?

Consequently, the FCC's decision for immediate introduction of television heralds an impressive addition to our economy, and a new means for mass entertainment and information.

KSD
ST. LOUIS • 550 KC
Owned and Operated by the
ST. LOUIS POST-DISPATCH
National Advertising Representatives
FREE & PETERS, INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

WITH OPA still hanging on ropes last weekend, best guessing still is Administrator Paul A. Porter will stick to job if anything at all is left, and not return to FCC. Insiders still expect Mr. Porter to wind up in top slot, possibly as Democratic National Committee chairman following fall elections, particularly if Chairman Hannegan should decide to devote full energies to duties of Postmaster General.

WHITEHALL Pharmacal Co., through Dancer-Fitzgerald-Sample, New York, will sponsor Kenny Delmar in show of his own on CBS, 4-4:25 p.m., Monday, Wednesday, Friday, beginning early October, reported but unconfirmed Friday.

IN RE "survival of fittest" principle, FCC feels at least four stations can be licensed in every market since there are four national networks. But Commissioners are not unmindful that some stations will fold because of inability of communities to support them.

ALTHOUGH FCC already has heard from members of Congress about its free and easy policy of licensing stations in secondary markets, it has no immediate plan of deviating from it [CLOSED CIRCUIT, July 15]. It's likely that Queen City Broadcasting Co. of Seattle, which operates KIRO, will get station in Boise by revising application previously rejected. That would give Boise, town of 36,000, its third station.

WITH ACQUISITION of KJR Seattle by Marshall Field organization, Field Enterprises plans to concentrate on its four stations unless some unusual opportunity turns up. It is certain to be interested in KQW San Francisco if FCC finally turns down CBS proposed purchase of that station for $950,000.

THOUGH unconfirmed in New York, West Coast reports Dorothy Thackrey radio interests bidding for KWJJ Portland, Ore., 1 kw on 1080 kc. Wilbur J. Jerman and John C. Egan, present owners, asking price said to top $400,000, with local capital joining in active bids. Mrs. Thackrey publishes *New York Post*, owns WLIB New York, KYA San Francisco, KLAC Hollywood.

BECAUSE of other commitments, Edward R. Stettinius forced to turn down NBC offer for United Nations commentaries [CLOSED CIRCUIT, July 15], but network expects to sign another high-level international authority this week.

NOW THAT Crosley Corp. has acquired WINS New York for better or for worse, look for prompt revision of WINS rate structure.

(Continued on page 97)

Upcoming

July 22: NAB Engineering Executive Committee, Statler Hotel, Washington.

July 26: Special Task Force, U. S. Chamber of Commerce, Waldorf Astoria, New York, to formulate "American Opportunity" through advertising campaign.

July 26-27: Carolinas' Advertising Executives Assn. Annual Summer Conference, Fort Sumter Hotel, Charleston, S. C.

(See page 54 for other upcomings.)

Bulletins

FCC FRIDAY announced CBS petition to intervene in Washington FM cases denied. CBS has late application on file for Washington FM, but denial of intervention petition virtually precludes network from FM in capital.

STRIKE COSTLY TO GE

GENERAL ELECTRIC Co. reports net income for second quarter failed to offset loss caused by nine-week strike during first three months of 1946. Second quarter profit available for dividends amounted to $7,721,401 or 26 cents per share common stock. Net loss for the six months just ended was $5,980,179 or 21 cents a share. Same period last year brought net income of $24,793,533 or 86 cents a share, according to Charles E. Wilson, president.

Business Briefly

REPELLENT SPOTS ● Unexcelled Chemical Corp., New York (insect repellent), started spot campaign in Boston and Hartford markets. Agency, Kelly, Nason, New York.

CRESTA BLANCA UNDECIDED ● Cresta Blanca Wine Co., Los Angeles, through BBDO currently deciding whether to return on CBS Sept. 3 with *This Is My Best* or another show. Time decision should be made this week. week.

TAYLOR TO Y & R

GLENHALL E. TAYLOR, vice president and supervisor of Pacific Coast radio activities for Young and Rubicam, resigned to become Hollywood radio division manager of N. W. Ayer and Son. Many of former duties to be taken over by Alfred J. Scalpone, new head of production for Y & R Hollywood office. Mr. Taylor succeeds Herbert Sanford, who will devote full time to film writing and producing.

PLANS DETROIT TELEVISION

DETROIT NEWS (WWJ) contracted with Allen B. DuMont Labs. for construction and installation before Nov. 15 of Detroit's first television station. FCC issued grant July 12 [BROADCASTING, July 15]. Antenna atop Penobscot Bldg. to give estimated fifty-mile radius. Temporary studios to be in WWJ Bldg. Four hours daily of programs planned with emphasis on sports and special events. Negotiators for DuMont: Herbert E. Taylor Jr., manager transmitter sale division, and Don Stewart, territory sales representative.

FCC Upholds Atheists' Rights to Time on Air

DISSERTATION on freedom of speech and religion on air, taking up cudgels for right of expression of atheistic viewpoints, issued by FCC late Friday.

While denying petition of Robert Harold Scott for revocation of licenses of three San Francisco stations (KQW KPO KFRC), Commission declared "freedom of religious belief necessarily carries with it freedom to disbelieve" and "if freedom of speech is to have meaning . . . it must be extended as readily to ideas which we disapprove or abhor as to ideas which we approve."

Denial of Scott petition on grounds that "problem here presented is far broader in scope than the complaint against the particular stations here involved."

Considered sure to have wide repercussions, opinion and order were issued unanimously, though it's understood its moving spirit was Clifford J. Durr, FCC's ultra-liberal.

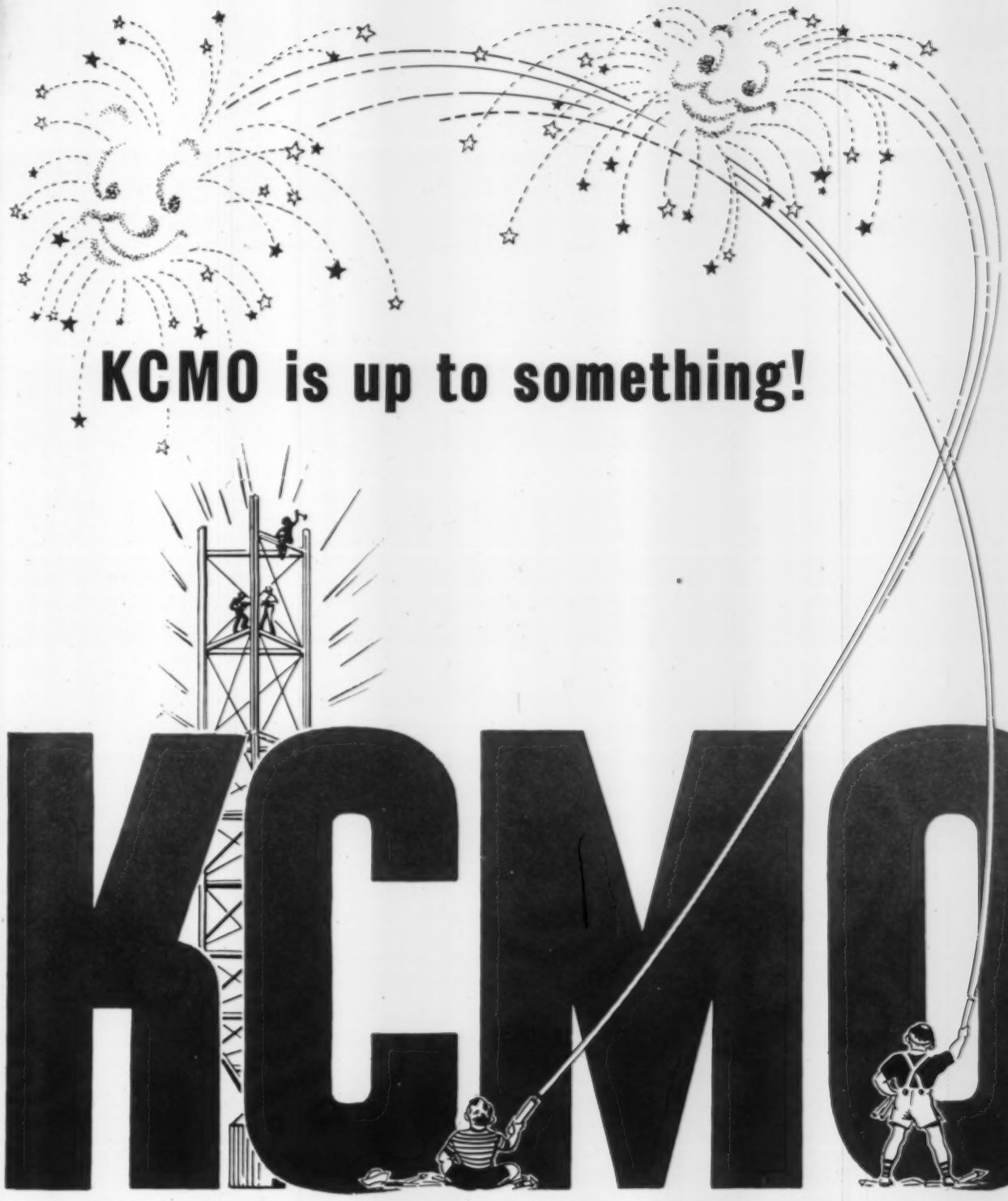
Recognizing that demands for time may be so great that stations "must inevitably make a selection," Commission said fair selections must consider extent of interest existing in the service area as well as qualifications of speaker.

While every idea is not "public controversy" and every organization "is not *per se* entitled to time on the air," FCC warned that "an organization or idea may be projected into the realm of controversy by virtue of being attacked" and "holders of a belief should not be denied the right to answer attacks upon them or their belief solely because they are few in number."

Fact that stations cannot air all opposing views does not justfy "any rigid policy that time shall be denied" for views "which may have a high degree of unpopularity. The criterion of the public interest in the field of broadcasting clearly precludes a policy of making radio wholly unavailable . . . for expression of any view which falls within the scope of the constitutional guarantee of freedom of speech," FCC added.

Mr. Scott, of Palo Alto, filed petition March 27, 1945. He claimed KQW KPO KFRC refused

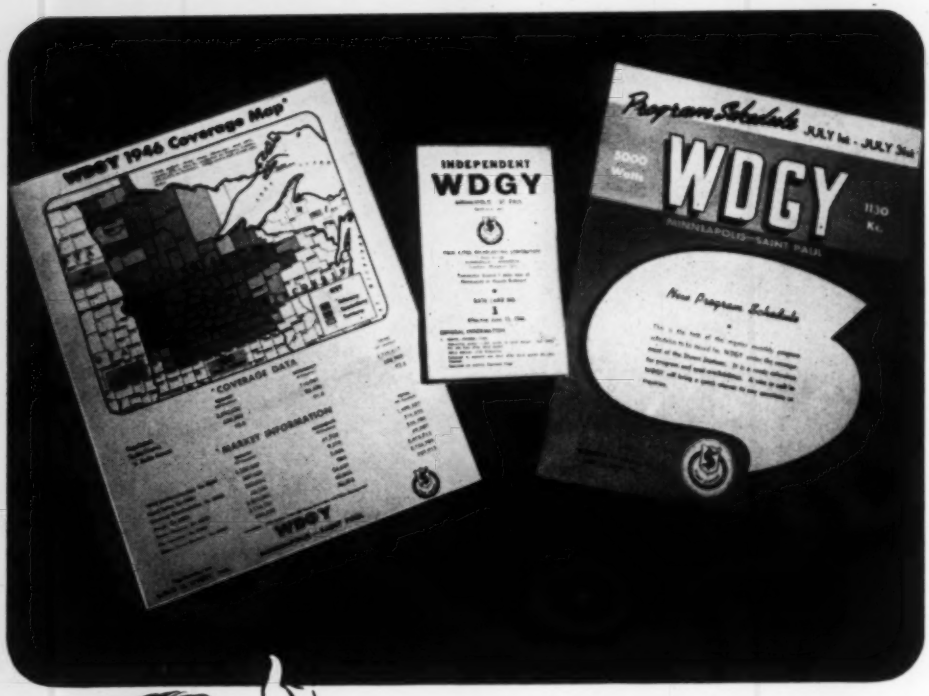
(Continued on page 97)



KANSAS CITY 6, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.



A Fist Full of New Information

Yes, there's a lot of new information in the three pieces pictured above. They are just off the presses and in the mail. The new rate card contains not only the rates effective June 15, but new market and coverage information. The coverage map gives an up-to-the-minute picture of the big area blanketed by WDGY. The program release will be issued monthly, giving full information on availabilities.

If you haven't received your new information or want more, your inquiry will receive instant attention.

5000 Watts — 1130 KC

MINNEAPOLIS **WDGY** SAINT PAUL

GORDON GRAY
Vice President & Gen'l Mgr.

MELVIN DRAKE
Vice President & Station Manager

LEWIS H. AVERY INC.
National Representatives

BROADCASTING
TELECASTING

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TORONTO BUREAU
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James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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Applicants for Licenses
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Advertisers
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THE WHOLE ALLOCATIONS PICTURE

Including Directional Antenna Patterns and Supplements to Date of Purchase

of the

1659 STANDARD BROADCAST STATIONS

In the United States, Canada, Cuba and Mexico (Including those under construction)

"Standard Broadcast Allocation Maps" is the book for which the radio industry has been waiting. Based upon the largest active file of Directional Antenna patterns in the U.S., this book gives you, at a glance, the whole allocations picture of the 1659 standard band broadcast stations in the United States, Canada, Cuba and Mexico. It presents this information by frequencies—the most convenient and graphic form.

Here are a few things this book does:

1. Gives a rapid, preliminary answer to any allocation problem
2. Enables the reader to evaluate the probable effect of pending applications
3. Gives a clear working picture of conditions in any given channel
4. Permits quick, pictorial evaluation of hard-to-visualize engineering reports
5. Helps make preliminary studies of available facilities
6. Provides ready reference to the relative merits of day and night assignments

This volume of 106 maps measuring 11" x 17", will be found indispensable to station and network operators; to applicants for broadcasting licenses; to engineering and legal firms serving the industry; to advertisers and agencies. Order your copy from Mutual's Engineering Department. Only $25.00 the copy.

Published by The Engineering Department of

MUTUAL BROADCASTING SYSTEM

World's Largest Network

Engineering Dept., Mutual Broadcasting System
1440 Broadway, New York 18, N.Y.

Please send me_____copies of "Standard Broadcast Allocation Maps" @ $25.00 each.

NAME

COMPANY

ADDRESS

Check Enclosed ☐ Bill Us ☐ C.O.D. ☐

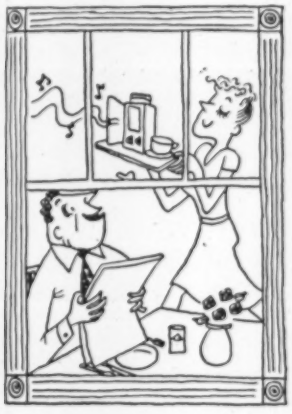
"Tops' e

WEEI's "Top O' The Morning"

The zany gags and songs that piano-playin' Carl Moore and trumpet-tootin' Ray Girardin perpetrate over WEEI every weekday morning from 7:00 to 7:15 have kept them the favorite breakfast companions of thousands of families from Maine to the Cape for over *seven* years. Now, their 9.1 rating* for "Top O' The Morning" is "tops" *every* weekday.

s' every morning...!

In fact, *all of WEEI's weekday programs between 6:30 and 8:00 in the morning have the highest ratings of any Boston station!* Beginning with the "Farmer's Almanac of the Air" at 6:30, WEEI dominates the six weekday breakfast time quarter hours with ratings that range from 4.9* up to 11.7*.



With live local programs starring outstanding personalities, WEEI is as welcome and refreshing as the morning's first cup of coffee. Let WEEI or Radio Sales tell you how you can keep company with thousands and thousands of New England families at breakfast.

CBS Listener Diary, Spring 1946

Columbia's Friendly Voice in Boston **WEEI**

Columbia Owned • Represented by Radio Sales, The SPOT Broadcasting Division of CBS

New York, Chicago, Los Angeles, St. Louis, San Francisco, Atlanta

THEY'VE GOT TO HAVE RADIOS TO HEAR YOU

We're in wonderful shape in Washington, D.C. The Broadcast Measurement Bureau says that there are

234,000 families in D.C. alone (not counting Maryland and Virginia Counties that we cover.) That . . .

96.2 of those families have radios. This compares with 93.7 in 1946 for 173, 435 families!

We feel pretty good about this because WWDC is Washington's entertainment station . . . and that's the one people listen to.

If you have something to sell in Washington D.C. . . . tack WWDC call letters on that radio list you're making up.

WWDC

the big sales result station in Washington, D. C.

represented nationally by

FORJOE & COMPANY

Feature of Week

IN SPIRIT, Bob Lyle was right in that hospital ward with Eddie Ensor and Nurse Baber when the gifts arrived.

THE LONG TOUGH FIGHT ahead for a small boy in an iron lung in Jackson Memorial Hospital, Miami, will be easier now.

He has to get well so that he can use that lifetime pass to the Miami Beach ball park, the boxing gloves and all the other sporting equipment that came to him through a broadcast of Bob Lyle, sports editor of WGBS Miami.

Every Saturday Mr. Lyle gives a wire report of the outstanding major league game of the day. A few weeks ago he received a letter from a Mr. Ensor casting his and his son Eddie's votes for the Brooklyn-Chicago game. In the letter he mentioned that 11-year-old Eddie was in the Polio Ward of Jackson Memorial Hospital.

During his regular Thursday sports review, Boy Lyle mentioned the letter. The following Saturday he interrupted the game to send his greetings to Eddie. At a predetermined time Mr. Lyle said, "Look around to the door now, Eddie. Your nurse, Miss Baber, is bringing something for you."

At that moment Eddie looked to see the nurse carrying the boxes of gifts for him.

Members of the local baseball clubs had heard Mr. Lyle's Thursday broadcast, as had the local fight promoter, and the coach of the Miami U. football team. They acted as one in contacting Bob Lyle at the station, and in offering their gifts.

So now Eddie has got to get well —fast.

Sellers of Sales

PRESCRIPTIONS normally derive from the Latin; which may be where Latin-majoring Kathryn Callahan, of Geyer, Cornell & Newell, decoded the formula that has been her prescription for success in the time-buying arena.

But Kay's success formula, friends maintain, need not be sought in the involved symbols of Cicero. The prescription, they say, is simple and thoroughly personal: add Hollywood beauty to Manhattan poise, spice with a liberal dosage of gray matter, and simmer in the cauldron of business experience, and the result is just what the doctor ordered, bearing the label Kathryn Teresa Callahan.

KAY

Born in New York City in 1918, Kay attended the College of Mt. St. Vincent, Riverdale-on-Hudson. She planned to become a Latin teacher, but when she graduated, the New York State exams for teaching were not scheduled for another ten years. Forced to abandon the idea of teaching, she attended a business school—Packards Business College.

Upon completion of the course Kay started her business career at a law office as a receptionist. She resigned to join WMCA New York as secretary to the sales manager. Soon she became WMCA assistant traffic manager. And in 1942 she joined Geyer, Cornell & Newell as a time-buyer.

Kay now spends several million dollars worth of billing for the following clients: Continental Oil Co., E. R. Squibb & Son, Nash Kelvinator and Berkshire Hosiery.

She lives alone in a Manhattan apartment. Reading "best sellers," swimming, and horseback riding in Central Park are her after workinghour occupations.

your advertising dollars are PROFITABLY spent on...

WDEL

WILMINGTON, DEL

Located in one of the fastest growing cities in the east. Covers prosperous Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia

5000 WATTS

Day and Night

NBC

Basic Network

Represented by RADIO ADVERTISING COMPANY

EXTRA *after* EXTRA!

Before the first A-bomb test at Bikini, and continuing until first results were announced, United Press supplied to broadcasters of its service a special extra series of explanatory, descriptive and analytical programs. Below are some typical comments by stations on this example of U. P.'s exceptional radio-activity.

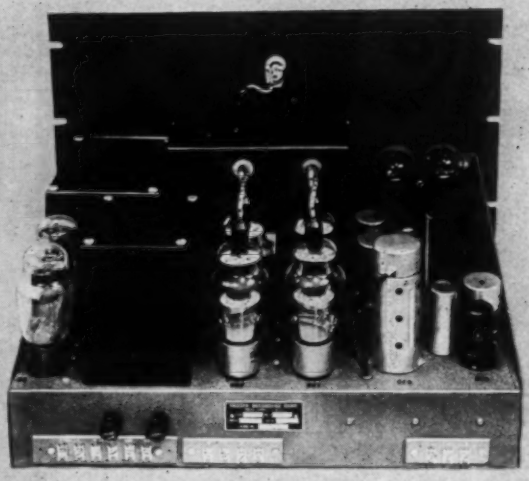
Another example is unfolding right now—a second extra series, this time on the second, more spectacular, under-water test scheduled for this week. The programs began last Thursday, will run through this Thursday.

Extra after extra—that's U. P.'s policy, U. P.'s standard practice in radio...That's why U. P. is radio's standard, outstanding news service—foremost because it offers most.

UNITED PRESS

KFJB, Marshalltown, Ia.—U. P. is to be congratulated. KTMC, McAlester, Okla.—Listeners called program very good.
WBTH, Williamson, W. Va.—Sponsors so pleased they reserved the next A-bomb series.
KGFW, Kearney, Neb.—About only problem is deciding which sponsor will have next one.
WSAP, Portsmouth, Va.—Listener reaction most favorable. KSLM, Salem, Ore.—Program very well received.
WMAS, Springfield, Mass.—Even the announcer spoke about it. That's something!
WLOG, Logan, W. Va.—Just what the public wants! KVGB, Great Bend, Kan.—Most favorable response.
WJPF, Herrin, Ill.—Publicity sent to press, all newscasts plugged the series.
WJPA, Washington, Pa.—Outstanding—informative and interesting. WIZE, Springfield, O.—Congratulations!
WOMT, Manitowoc, Wis.—Of utmost importance, welcome addition to programming.
WSPA, Spartanburg, S. C.—Excellent material. Keep 'em comin'! WJBO, Baton Rouge, La.—Swell job!
KXLR, North Little Rock, Ark.—Client wanted exclusively. Broadcast it three times daily over Little Rock stations.

ANOTHER FIRST FOR PRESTO



88-A RECORDING AMPLIFIER

PRESTO 88-A amplifier has three calibrated frequency response curves...one flat from 30 to 17,000...two with rising high frequency characteristics complement either the NBC "Orthacoustic" playback system or standard high fidelity transcription playback equipment.

THE *FIRST* recording amplifier capable of standardizing frequency response of instantaneous recordings so that they will complement the characteristics of high fidelity reproducing equipment now used in most broadcasting stations.

Instantaneous recordings made with the 88-A amplifier and the Presto 1-C cutting head equal the response of the finest commercial recordings and reproduce uniformly a range from 50 to 9,000 cps.

Ample reserve power makes it possible to obtain complete groove modulation at all cutting pitches without distortion. Delivery 30 days after order.

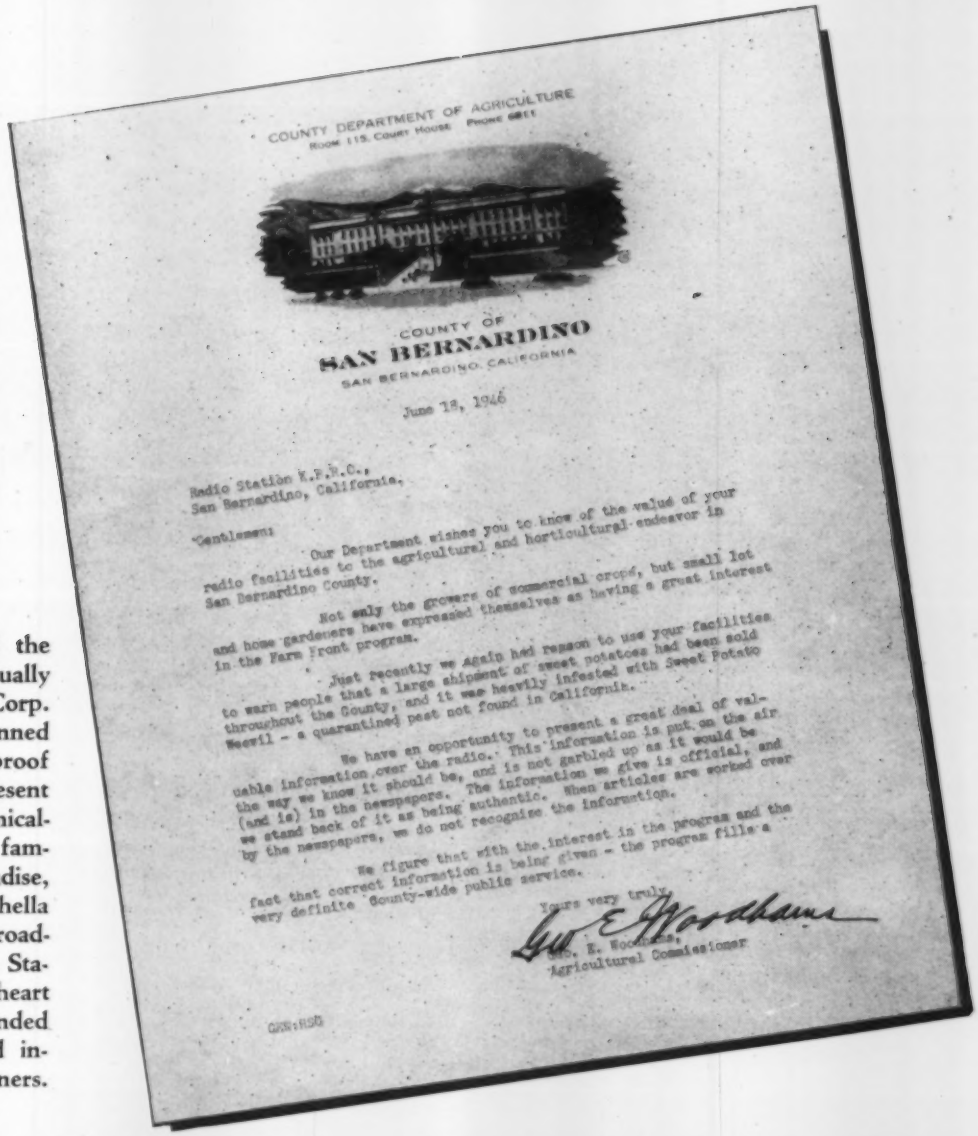
PRESTO

RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
WALTER P. DOWNS, LTD., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT

Broadcasting Corporation of America Stations

Serve California Farmers Well and HERE'S the PROOF



COUNTY DEPARTMENT OF AGRICULTURE
Room 119, County House Phone 6811

COUNTY OF
SAN BERNARDINO
SAN BERNARDINO, CALIFORNIA

June 18, 1946

Radio Station K.P.R.C.,
San Bernardino, California.

Gentlemen:

Our Department wishes you to know of the value of your radio facilities to the agricultural and horticultural endeavor in San Bernardino County.

Not only the growers of commercial crops, but small lot and home gardeners have expressed themselves as having a great interest in the Farm Front program.

Just recently we again had reason to use your facilities to warn people that a large shipment of sweet potatoes had been sold throughout the County, and it was heavily infested with Sweet Potato Weevil - a quarantined pest not found in California.

We have an opportunity to present a great deal of valuable information over the radio. This information is put on the air the way we know it should be, and is not garbled up as it would be (and is) in the newspapers. The information we give is official, and we stand back of it as being authentic. When articles are worked over by the newspapers, we do not recognize the information.

We figure that with the interest in the program and the fact that correct information is being given - the program fills a very definite County-wide public service.

Yours very truly,

Geo. E. Woodhams
Agricultural Commissioner

GEW:HSB

This letter is typical of the hundreds received annually praising the Broadcasting Corp. of America's carefully planned farm service. Positive proof there's only one way to present your sales message economically to the prosperous farm families in the Valley of Paradise, Imperial Valley and Coachella Valley—That's with Broadcasting Corp. of America Stations located right in the heart of each mountain surrounded Valley—and programmed intelligently for rural listeners.

If you have something to sell Southern California farmers secure your time franchise on these stations

KPRO Riverside and San Bernardino — *Covering The Valley of Paradise*

KROP Brawley and El Centro — *Covering The Imperial Valley*

KREO Indio and Palm Springs — *Covering The Coachella Valley*

KPOR-FM, located on 9,000 ft. Cucamonga Peak, is scheduled to take the air this Fall. For availabilities call John E. Pearson Company or wire Gene Williams, general sales mgr., Broadcasting Corp. of America, Riverside, Cal.

JOHN E. PEARSON COMPANY, *National Representatives* —New York, Chicago, Kansas City, San Francisco, Los Angeles

A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

● If you've knocked yourself out, trying to hold your advertising costs *down* and your advertising results *up*—if that's the case, please telephone F&P.

F&P can come over and *prove* to you that spot broadcasting is the lowest-cost advertising medium in America—that, properly handled, it is the most *effective*—that, even today, many truly exceptional local shows are actually available for sponsorship by national-spot advertisers—that the stations at the right can give you the biggest *values* available in any typical group of U. S. markets.

Are you willing to see the proof?

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
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COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
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BROADCASTING
TELECASTING

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Radio Will Feel Effect of Wheeler Defeat

Clements Chances Hit; Delay Seen For Denny

By SOL TAISHOFF

DEFEAT of Sen. Burton K. Wheeler in the Democratic primaries in Montana last week, removing the FCC's "eighth commissioner" from the political and legislative scene, is expected to have a far-reaching effect upon radio regulation, administration and legislation in the immediate future.

The stunning upset may have the prompt result of eliminating J. Burke Clements, chairman of Montana's Industrial Accident Board, as leading candidate for the existing FCC vacancy. It also may delay the elevation of Acting Chairman Charles R. Denny Jr. to the permanent chairmanship. Both appointments had been expected if Senator Wheeler had won renomination over Lief Erickson, CIO-supported former State Supreme Court Justice, in last Tuesday's primaries.

Washington, city of a thousand rumors, even had Senator Wheeler as the new FCC chairman. Several Senators last Friday launched a move to petition President Truman to name their colleague to the FCC chairmanship. Evidently they had not ascertained that Mr. Wheeler would accept even if the proffer is made. Close friends doubted that he would accept.

May Run Again

Although Senator Wheeler made it clear he did not intend running as an independent in the November elections, it was thought he would stick close to the Montana political scene and perhaps run for the Senate in 1948 against his perennial political adversary, Senator James E. Murray, who supported the Erickson candidacy.

Chairmanship of the Senate Interstate Commerce Committee in which radio legislation originates and which Senator Wheeler has headed since 1933, logically would fall to Senator Edwin C. (Big Ed) Johnson of Colorado. This presupposes the Democrats will organize the next Senate which convenes in January, following the elections. It also presumes that the pending Congressional Reorganization Bill will not alter the existing seniority on committees in such a manner as to eliminate the Coloradan.

SENATOR WHEELER

SENATOR JOHNSON

Senator Johnson told BROADCASTING Thursday he would be "happy to become chairman" of the committee, but explained that he regards himself as in the "kindergarten on communications." He was chairman of the subcommittee on the anti-Petrillo bill passed earlier this session and has been a stickler for legislation to ban the advertising of alcoholic beverages over the air. Generally, he is regarded as a supporter of the existing order in commercial broadcasting, and is well-liked by the broadcasters in his native Colorado.

While Mr. Clements, close friend and political co-worker of Senator Wheeler, isn't counted out altogether for the FCC vacancy, it was thought the President wouldn't be disposed to appoint a Wheeler man now unless he had made a definite commitment. President Truman has established that he doesn't change his mind on appointments, once a promise has been made. Senator Wheeler twice had endorsed Mr. Clements personally for the FCC vacancy, and Mr. Clements himself called on the President a few weeks ago.

Until the President names the seventh commissioner, to fill the vacancy created when Chairman Paul A. Porter was shifted to OPA last February, it is doubted whether he will designate the permanent chairman. All signs point to Mr. Denny's promotion, however.

(*Continued on page 88*)

Johnson Slated for IC Committee

Congress Reorganization Might Make Change In Senate Status

WITH RETIREMENT from the Senate of Sen. Burton K. Wheeler (D-Mont.), chairmanship of the important Interstate Commerce Committee, in which radio legislation originates, is expected to go to Sen. Edwin Carl Johnson (D-Col.).

Sen. Alben W. Barkley (D-Ky.), Majority Leader, is ranking member of the committee, but his friends say he would be disposed to devote his time to being floor manager and permit Senator Johnson to assume chairmanship of the Interstate Commerce Committee. Senator Barkley could not be reached for comment.

Should the status quo be maintained, Senator Johnson's elevation to the Interstate Commerce Committee next session was considered almost certain. On the other hand, however, the LaFollette-Monroney reorganization bill (S-2177), which passed the Senate June 10, suddenly became alive last week in the House. Reports were that it will be brought up this week for action.

Under the bill the Senate committees, except Appropriations, would be pared to 13 members each and the number of standing committees reduced from 33 to 16. It was reliably reported in the House that so far as the Senate reorganization is concerned, the House would concur but some amendments as to the House reorganization will be offered. Indications were the Reorganization bill would be passed before adjournment. With the President's signature it would become effective with the next Congress, which convenes Jan. 3.

Under the Senate-passed measure no Senator could serve on more than two committees, except that Majority members serving on the District of Columbia Committee could hold membership on two others, making three in all.

Senator Johnson said if the reorganization becomes effective and he has his choice of committees, he would accept the Interstate Commerce and Finance. In that event he would be in line for chairmanship of the Interstate Commerce Committee, barring, of course, a Republican-controlled Senate next year. In that event Sen. Wallace H. White Jr. (R-Me.), Minority Leader, would be in line to head the committee.

White Foremost Authority

A co-author of the Radio Act of 1927 and former chairman of the House Merchant Marine, Radio & Fisheries Committee, which originally had radio legislation, Senator White is regarded as the foremost authority in Congress on communications matters. Whether he would be called upon to accept the Majority leadership under the reorganized Senate would be the principal factor in determining his chairmanship status.

The next Republican in line would be Sen. Charles W. Tobey

(*Continued on page 89*)

Radio Gets Half Of Noxema Budget

Newly-Formed Agency Has Smith Bros. Account Also

APPROXIMATELY half of the $1,600,000 Noxzema Chemical Co. advertising budget will be spent on radio by the newly-formed agency, Sullivan, Stauffer, Colwell & Bayles, it was made known last week.

The firm will also handle the Smith Bros. advertising, whose overall budget is about $600,000. The latter account will use a spot radio campaign in addition to local participation shows.

The new agency is composed of men whose backgrounds have all been steeped in radio. Three of the principals were formerly with Ruthrauff & Ryan and one with J. Walter Thompson Co. [BROADCASTING, July 1]. Those associated with R & R before are Raymond Sullivan, Donald D. Stauffer and S. Heagen Bayles. Robert Colwell was formerly with J. Walter Thompson Co. Others who have since joined the new agency are John P. Cohane, John J. Van Nostrand and Phil Cohen [BROADCASTING, July 15].

One of the objectives of the agency is to specialize in package food and drug accounts. Last week they moved into temporary quarters at 270 Park Ave. but were unable to get any switchboard service from the telephone company. Mutual has offered use of its switchboard until SSC&B can obtain one of its own.

P&G Signs Thomas

PROCTER & GAMBLE, Cincinnati (Ivory Soap), will sponsor Lowell Thomas five days weekly effective Aug. 19 on CBS. Mr. Thomas will continue with his Sun Oil Co. broadcasts on 30 NBC stations east of Chicago. The CBS broadcasts are at 11-11:15 p. m. and will be heard on CBS stations west of Chicago through Rocky Mountain area and on Pacific Coast stations. P & G contract with Mr. Thomas was placed through Compton Adv., New York, and is said to be a long term one.

Durocher Sponsored

G. N. COUGHLAN Co., West Orange, N. J. (Chimney Sweep Soot Destroyer), Oct. 13 for 26 weeks starts sponsorship of Leo Durocher, manager of the Brooklyn Dodger baseball team, on ABC, Sun. 1:15-1:30 p. m., in a weekly sports question-and-answer program. Mr. Durocher will answer questions submitted by listeners on sports of all types, including cards, billiards, etc. Agency is Roche, Williams & Cleary, New York.

Plans Fall Spots

PIERCE'S PROPRIETARIES, Buffalo (Dr. Pierce's Golden Medical Discovery), in late September plans a national spot campaign. Agency is Duane Jones Co., New York.

Radio Advertising Co. Is Acquired By Robert D. C. Meeker from Raymer

MR. SWATS MR. MEEKER MR. MOORE

ACQUISITION of ownership of Radio Advertising Co., station representatives formerly identified with Paul H. Raymer Co., was announced last week by Robert D. C. Meeker, who will serve as general manager of the organization. Headquarters are continued at 521 Fifth Ave. with no changes in office management there or in Chicago. Mr. Meeker, 29, recently returned from Marine Corps service, had both agency and newspaper representation experience before the war.

Added to the RAC list are Mason Dixon stations WDEL Wilmington, WKBO Harrisburg, WGAL Lancaster, WRAW Reading, and WORK York, heretofore on the Raymer list. Other stations added are WMGY Montgomery and the new HOX, Panama City, Panama, soon to begin operation with 1000 watts.

Louis J. F. Moore, manager of the New York office, continues in that capacity. Robert L. Swats remains as manager of the Chicago office. The company maintains offices in Los Angeles and San Francisco and is creating representation headquarters in Detroit, Philadelphia, Baltimore and elsewhere, Mr. Meeker said.

Mr. Meeker served two years as a lieutenant in the Marine Corps, saw service in the Pacific island operations and formerly served with the Office of Strategic Services. Before the war he engaged in specialized sales promotion, research and merchandising in New York and was an account executive with Pedlar & Ryan. Later he served as New York representative for a newspaper group.

Mr. Moore has been with RAC since 1938, previously having served as supervisor of promotion of Hearst newspapers and as promotion director of Hearst business magazines. Before joining RAC, he was in charge of the New York agency office of Vanderbie & Rubens.

Mr. Swats joined RAC in 1942 after six years with Blackett-Sample-Hummert where he headed up the publicity and testimonial departments. After two years with the Signal Corps during the war, he rejoined RAC last November.

Drawn for BROADCASTING by Sid Hix

"No! No! D——mit all, my radio is not tuned to WOOF!"

NBC WILL TELECAST NEXT LOUIS FIGHT

MINDFUL of the thumping success of the telecast of the Joe Louis-Billy Conn championship fight June 19, NBC last week was preparing to broadcast a similar video showing of the Sept. 18 title bout between the champion and Tami Mauriello.

NBC announced before the Louis-Conn fight that it had concluded a year's agreement with Mike Jacobs, president of the Twentieth Century Sporting Club and czar of boxing, to televise all fights promoted by Mr. Jacobs with the Gillette Safety Razor Co. as sponsor.

Although details of the television arrangements for the coming Louis-Mauriello bout had not been disclosed, John F. Royal, NBC vice president in charge of television, said last week that undoubtedly Gillette and NBC would team up again to telecast it.

Half Million Is Allocated By Army for Broadcasts

U. S. ARMY on behalf of its Army recruiting service will spend approximately half a million dollars continuing its emphasis on sports broadcasts by sponsoring the football games on ABC and MBS next fall.

Effective Sept. 21, ABC is negotiating to carry the West Point Army games with Harry Wismer as sportscaster, but time clearance is said to be involved. This will not include sponsorship of the Army-Navy game which has been previously contracted for sponsorship by Gillette Safety Razor Co.

Football games on MBS, starting Sept. 21 also, will be those of the "best games of the week" based on the standing of the teams. Army through its agency, N. W. Ayer & Son will try to clear as many stations as possible on both networks to carry the games. The schedule will be for 11 weeks.

General Foods Set

OVERALL reshuffling of General Foods radio programs was announced as finally set last week. *The Kate Smith Show*, formerly heard on CBS Fri. 8:30-8:55 p. m., returns to the network Oct. 6 in Sun. 6:30-7 p.m. spot vacated by *The Baby Snooks Show*, which, on Sept. 6 takes over Fri. 8-8:30 p. m. period formerly held by *The Aldrich Family*. Latter program has switched to NBC. General Foods will promote Jello on the *Baby Snooks* program and Sanka on the *Adventures of the Thin Man*, which takes over the old Kate Smith time on CBS, Fri. 8:30-8:55 p. m., Aug. 9. *The Aldrich Family* and Kate Smith continue on behalf of Grapenuts and Postum, respectively. Agency for Grapenuts, Jello and Sanka is Young & Rubicam, New York, with Foote, Cone & Belding, New York, handling Postum.

King-Trendle Transfer to ABC OK'd

Proposed Stock Issue By Network Is Given Okay

STIPULATING that WOOD Grand Rapids and its future net profits be held in trust until its re-sale has been approved, FCC last Wednesday approved ABC's $3,650,000 purchase of King-Trendle Broadcasting Corp. and the network's proposed $13,200,000 net stock issue.

The Commission gave its consent just eight days after holding hearings on the proposals [BROADCASTING, July 15] and two days following receipt of a letter from ABC offering to meet the conditions which were incorporated into the approval.

Consent to the stock sale, which is subject yet to action by the Securities and Exchange Commission, was given with no strings attached. In that case, the Commission issued a brief order asserting that it had considered the evidence and found that "the proposed transfer of control would be in the public interest."

In the King-Trendle transfer, which involves WXYZ Detroit and conditional FM and television grants for Detroit as well as the Grand Rapids station, the conditions were "that the fixed assets of WOOD and the net profits of that station from this date to the date upon which the Commission may give its consent to the transfer of WOOD to its ultimate purchaser, be held in trust by the American Broadcasting Co. Inc., and that the Avco procedures be followed with respect to the proposed sale of stock to Liberty Broadcasting Inc." Liberty proposes to buy WOOD from ABC for $850,000.

In offering to meet the conditions, ABC gave up its right to the profits of WOOD from July 17 (date of approval of the overall transfer) to time of approval of its re-sale. The contract with King-Trendle called for ABC to receive undistributed profits of both WOOD and WXYZ from April 24 (contract date) to final approval.

Conditions Differ Slightly

Conditions made a part of the order differed slightly from the plan proposed during the hearings. Because ABC could not with propriety own WOOD, an NBC outlet, the network had announced it would sell the Grand Rapids station. But it was not able to find a co-purchaser at the time the contract was signed, so it included a provision permitting assignment of up to 40% of the corporation when a purchaser for WOOD had been found.

Thus the overall King-Trendle transfer was advertised under Avco without an accompanying advertisement of specific plans for re-sale of WOOD. To solve the problem, Philip J. Hennessey, counsel for King-Trendle, proposed that the active King-Trendle stockholders, George W. Trendle and H. Allen Campbell, form a corporation to act as escrow agent holding license and title to WOOD pending approval of resale.

In its order, the Commission pointed out that ABC on July 15 submitted a copy of a proposed advertisement covering the projected $850,000 sale of WOOD to Liberty, along with the network's statement of willingness to hold WOOD and its net profits in trust for the ultimate purchaser.

WOOD is estimated at 23.9% of the overall King-Trendle properties. With its sale for $850,000, ABC's net outlay for the corporation would be reduced to $2,800,000. A King-Trendle application for an FM station at Grand Rapids would be included in the re-sale of WOOD.

Liberty Broadcasting, the proposed purchaser, is a newly formed corporation owned by Roy C. Kelley, former executive vice president of Associated Broadcasting System, now president of Wolverine Network in Michigan and applying for a station at Muskegon, and Ray M. Veenstra, who has been associated with ownership and management of Fox Jewelry Stores in Michigan. They have bought WHLS Port Huron for $300,000 subject to FCC consent.

King-Trendle Owners

Owners of King-Trendle are Messrs. Trendle (40%) and Campbell (10%), and John H. King (40%) and Howard O. Pierce (10%). Both WXYZ and WOOD operate fulltime with 5 kw, WXYZ on 1270 kc and WOOD on 1300 kc. In the FCC hearings, earnings of the Detroit station were reported as $361,000 and those of the Grand Rapids outlet were set at $133,000.

Proceeds from the proposed sale of approximately 1,000,000 shares of ABC stock would be used to retire $4,000,000 in bank loans; pay $2,800,000 net for King-Trendle; invest $3,200,000 in FM and television and the rest on expansion of standard facilities. One hundred

(*Continued on page 84*)

ACTIVE stockholders of King-Trendle are shown at July 9 FCC hearing on plans to sell the company to ABC: (l to r) George W. Trendle and H. Allen Campbell.

WINS Sale to Crosley Approved by FCC

Walker, Durr Dissent; Decision Reverses Proposal

AFTER MORE than a year of consideration the FCC by majority vote last Thursday announced approval of the sale of WINS New York by Hearst Radio Inc. to the Crosley Corporation for an actual consideration of $1,700,000. Commissioners Paul A. Walker and Clifford J. Durr dissented.

The action constituted a reversal of the proposed decision issued April 5 looking toward denial of of the transfer primarily on the ground that a time credit amounting to $400,000 on WINS would violate the law because Crosley thereby would delegate control of about an hour a day of its time for a ten-year period to Hearst.

At a subsequent hearing June 19 and 20, this time trade provision was eliminated and there was substituted a proviso that the $400,000 credit be taken out in transmitting equipment if and when manufactured by Crosley Corp. Crosley witnesses said they had no present plans for manufacturing such equipment and admitted that the revised contract was simply a means of eliminating the objectionable aspects of the time trade proposal.

August 1 Date

It is presumed Crosley Corp., now a subsidiary of Aviation Corp., will take over WINS by August 1, the extended date on which the purchase contract expires. James D. Shouse, vice president of Crosley in charge of broadcast operations, and Robert E. Dunville, vice president and general manager, upon closing of the transaction will assume supervisory direction of the New York outlet. No changes in executive personnel or staff are contemplated, it was stated, with Willard Schroeder to remain as general manager. Both Messrs. Dunville and Shouse probably will remain in New York for several weeks, after which arrangements will be made for their alternate presence at WINS.

It is presumed the first operational step will be the installation of a permanent line between the two stations via Washington. National news will emanate from Washington for each station, under this plan, expected to be completed within two or three months. The New York facilities also will key programs for WLW after installations are completed.

There is no present plan of selling time on the stations in combination. It was stated flatly that the operation does not contemplate combination rates. But the line between the two stations will be available for simultaneous broadcasts of programs in Cincinnati and New York.

Mr. Dunville said that plans for WINS operation will include realignment of program schedules to conform with the testimony given before the FCC last June. In addition to expansion of the Washington news originations, he said agricultural programs of the station will be stepped up since WINS with 50,000 w will cover a great portion of Long Island and surrounding territory in which truck farming and hog raising is an important interest.

Whereas the original proposed decision to deny the transfer was unanimous, Acting Chairman Denny and Commissioners Jett, Wakefield and Hyde voted for approval following the revised contract with Messrs. Walker and Durr dissenting. The majority pointed out that the proposed denial of April 5 was premised not only on the time trade agreement of $400,000 but also on the insufficiency of showing made by Crosley with respect to the service to be provided in the operation of WINS. During the June hearing further testimony with respect to the service was offered along with the amended agreement providing for the elimination of the time trade aspect.

Upon consideration of the entire record, the majority said, "we are satisfied that the transfer of the license and construction permit" from Hearst to Crosley "would be in the public interest."

WINS operates on 1010 kc with 10,000 watts but holds a construction permit for 50,000 watts.

The memorandum opinion and order concluded:

> Commissioners Walker and Durr dissent on the grounds stated in their dissents in the proposed decision in this case and in the AVCO case, and for the further reason that they are not satisfied as to effect of the revised contract between Hearst Radio Inc., and the Crosley Corporation, purporting to eliminate the provision of the original agreement under which Crosley was to furnish radio time to Hearst in the amount of $400,000.

Plan to Reserve FM Channels Adopted

90 Will Be Withheld From Assignment For Year

DESPITE almost solid opposition from the radio industry, FCC last week set aside for one year every fifth Class "B" FM channel tentatively allotted to any area in the Dec. 19 allocations plan [BROADCASTING, Dec. 24, 1945].

The reserved channels, numbering about 90, will be withheld from assignment through June 30, 1947. Applications for them will be received in the meantime but will not be considered until after next July 1.

Although the plan applies only to Class "B" (high power) channels, the Commission announced in a Public Notice that "further study" will be given to proposals for reservation of some of the 20 Class "A" channels.

The Public Notice also revealed that in view of revisions in the Dec. 19 allocations list, "a new plan incorporating such changes and reflecting the effect of the reservation policy . . . is being prepared."

Adopted in Five Days

The withholding order—adopted Wednesday, five days after the hearing [BROADCASTING, July 15]—applies only to areas to which at least five Class "B" channels have been allocated. One channel will be reserved in areas where five to nine channels were listed; two if 10-14 were listed; three if allocations numbered 15-19, and four where there were 20.

Reservations, in the Commission's view, will leave the door open to qualified applicants not now in a position to seek an assignment, at the same time providing FCC with an opportunity to determine whether its original tentative allocations overlooked deserving areas.

FCC officials said the order would result in "conflicts" in six cities where previously the number of applicants did not exceed the number of channels allocated. In eight other cities, the number of applicants would surpass the number of channels whether any are reserved or not.

Opponents of the plan included NAB, CBS, NBC, Yankee Network, Zenith Radio Corp. and several individual licensees. Bulk of the argument centered on whether FCC has a legal right to withhold any channel from a qualified applicant. Proposals to extend the FM band rather than reserve some channels were excluded from the record as irrelevant to the issues.

Text of FCC's Public Notice:

Following a public hearing held on July 12, 1946, the Federal Communications Commission today announced the adoption of an order withholding for the period ending June 30, 1947, the assignment of one of every five Class B channels which have been tentatively allocated for various areas throughout the United States.

A tentative allocation was set forth in a Press Release of the Commission dated December 19, 1945. However, since that date a number of changes have occurred in such allocation plan. A new plan incorporating such changes and reflecting the effect of the reservation policy announced today, is being prepared.

Under the reservation plan no reservation of channels will be made if a maximum of four channels is indicated for a particular area in the December 19, 1945, release. However, if at least five but no more than nine channels are indicated for an area, one channel will be withheld for the period ending June 30, 1947. Two channels will be withheld if 10-14 channels are listed; three, if 15-19 are listed; and four, if 20 are listed.

Persons desiring to be considered for the reserved channel or channels in a given area may submit their applications prior to June 30, 1947. Such applications will be received, will be assigned a file number, and will be placed in a pending file for consideration after July 1, 1947. However, they will not be given the status of pending applications for the purpose of giving the applicant any legal or equitable right as an applicant during the interim period. Applicants for reserved channels, who file at any time during the interim period, will be given equal consideration regardless of the dates upon which their respective applications were filed.

During the hearing on July 12, 1946, the advisability of reserving Class A channels were suggested. The Commission will give further study to this matter.

Philco to Place

PHILCO CORP. has bought a 15-minute transcribed program called *Burl Ives Show* from Century Artists to start on a number of stations throughout the country, once a week, effective Oct. 1, through Hutchins Adv., New York.

Derby Signs ABC

DERBY FOODS, Chicago, subsidiary of Swift Packing Co., has contracted for 39 weeks sponsorship of new juvenile show on ABC through Needham, Louis & Brorby, effective Oct. 28. Program, tentatively titled *The Sky King*, will replace *Dick Tracy*, Monday through Friday, and will be produced from Chicago.

Paley Denies Planning To Sell Stock to Atlas

SPECULATION in unofficial quarters that William S. Paley, chairman of the board of CBS, was considering sale of CBS stock to Floyd Odlum's giant Atlas Corp. last week was characterized as wholly without basis in fact.

Said Ralph F. Colin, Mr. Paley's attorney: "No such negotiations were going on. You can quote me as issuing a flat, definite denial that Mr. Paley is considering such a thing. Mr. Paley isn't selling to anybody."

Reached in Hollywood by BROADCASTING's correspondent Mr. Paley corroborated Mr. Colin's denial.

Lee B. Wailes Named General Manager Fort Industry Co. and Its Subsidiaries

APPOINTMENT of Lee B. Wailes, since last March an executive of the Fort Industry Co., to the newly created post of general manager of that company and its subsidiaries was announced last Thursday by George B. Storer, president. Mr. Wailes also was elected to the boards of directors of Fort Industry and the several station subsidiary corporations.

A veteran of 15 years in radio, Mr. Wailes resigned as manager of Westinghouse Radio Stations Inc. to become assistant general manager of Fort Industry. For the present he will continue to headquarter in Washington, where Fort Industry has maintained offices for the last year.

Mr. Storer and J. Harold Ryan, vice president and treasurer, direct company policy and Mr. Wailes is responsible for operations. Mr. Ryan, who served during the war as Assistant Director of Censorship in charge of radio, and afterward as interim president of the NAB, has returned to Toledo office of the company.

Mr. Wailes had headed Westinghouse station operations since 1940, and became a well-known figure in national radio. Previously he had been with NBC, having joined the network in 1931 as a statistician. After five years in the NBC research department, he joined the managed stations department and became assistant manager in 1939. He was born in Memphis on June 11, 1905.

Mr. Wailes

Stations in the Fort Industry group are WSPD Toledo, WWVA Wheeling, WMMN Fairmont, W. Va., WLOK Lima, O., WHIZ Zanesville, O., WAGA Atlanta and WGBS Miami.

EMPLOYES OF WIP ARE OUT ON STRIKE

EXECUTIVES of WIP Philadelphia led by Benedict Gimbel Jr., president, are carrying on operations at the station in the face of a strike called by Local 1, Broadcast Branch, American Communications Assn. (CIO).

The 45 striking workers are asking for wage increases averaging 60% according to Mr. Gimble. The strike began midnight July 16 and the executives immediately stepped into the breach. There were no delays or tie-ups in the station's schedules.

In a statement to the press Mr. Gimbel said: "We are faced with demands for increase in base rates of pay averaging 60% and we have made offers of substantial increase in pay, all of which have been rejected, although the rates we offered compare favorably with the current rates of the radio industry."

William Bender, international representative for the union, said that the strike would continue until demands were met and that picketing would also continue.

A Federal conciliator, William Murray, met representatives of both sides, separately, but did not reveal whether a meeting of the parties had been arranged.

In a statement to BROADCASTING, Ralph Minton, publicity head, said that the station had repeatedly offered to arbitrate the issue, and guaranteed retroactive wage settlements based on the agreement reached, but the union had indicated no desire to submit the questions for arbitration.

Jahncke, Conrad, Jones Given New Posts by ABC

THREE ABC station relations staff members last week were appointed managers of stations relations department of various geographical ABC divisions.

Ernest Lee Jahncke was appointed station relations manager of ABC Eastern Division with Francis H. Conrad named to a similar post with network's Western Division. Effective Oct. 1, Robert B. Jones Jr. is appointed station relations manager of the ABC Central Division, replacing James H. Connolly who is returning to the New York office to work on special assignments with ABC stations relations department.

Hall Bros. Renews

HALL BROS., Kansas City (Hallmark greeting cards), Sept. 12 for 52 weeks renews sponsorship of *Reader's Digest—Radio Edition*, on CBS, Thurs. 10-10:30 p. m. Off the network since July 14 for summer hiatus, program formerly was heard for Hall Bros. on Sun., 2-2:30 p. m. Agency is Foote, Cone & Belding, Chicago.

Richmond makes 1/3 of the world's cigarettes

You've known Richmond was a big tobacco center. But did you know that one-third of the world's cigarettes are made in this city that's the top of the South?

It's depression-proof industries, of which tobacco is only one, that make Richmond a continuous prosperity market.

If you have something to sell . . . and plan to use radio . . . WLEE is the station Richmond has learned to listen to. It's your Mutual station.

WLEE success story

Rowlett's Sporting Goods and Toy Shop tested us with an item which is admittedly a desirable item. However, the results are significant. Rowlett's has a WLEE-built musical show at 5:05-5:15 P.M., Monday through Saturday. With no advance build-up, we advertised small electric trains on the program on Wednesday, December 5. At the client's order, we stated emphatically that telephone orders would not be accepted. Still, as soon as the announcement was made and until the store closed at 6 P.M., Rowlett's telephones were kept busy with listeners trying to buy by telephone. No orders were accepted. At opening time the next morning, customers were waiting and the 48 sets were sold out right away.

W-L-E-E

In Richmond . . . the continuous prosperity market

TOM TINSLEY, Director **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

Regionals Chart Breakdown of Clears

WLW Renews Bid For Increase To 500 kw

By RUFUS CRATER

A BLUEPRINT showing ways clear channel duplication may be achieved was submitted to FCC last week by the Regional Broadcasters Committee, while Clear Channel WLW Cincinnati renewed its bid for 500 kw for itself and horizontal increases all along the line for all classes of stations.

Meanwhile, hopes of getting a decision in the lengthy proceedings before the Oct. 1 NARBA deadline were sent glimmering by the prospect of sessions continuing into September. It appeared doubtful that the decision, originally expected in August or early September, would be reached before time for filing NARBA proposals. However, it was thought that when the evidence is in, a decision would come promptly, in October or November at the latest.

Hearing This Week

The Commission, winding up *en banc* sessions last Tuesday afternoon, will have its final session in September. It will also sit *en banc* at the Aug. 5 hearing on proposed changes in AM engineering standards, which comes within but also extends beyond the scope of the clear channel proceedings. In the meantime, Comr. Rosel H. Hyde is holding further sessions as needed. One is slated this week, opening today, when the clear channel group will have a chance to bring the regionals' duplication plan under fire through cross-examination.

Acting Chairman Charles R. Denny Jr. told participants at the outset of last week's sessions that he hoped the bulk of remaining evidence would be presented before the September session, leaving only formal proposals and final economic data as major considerations to be presented at that time.

Besides the regional group's "demonstration" of ways to break down the clears and WLW's carefully built case for a return to the 500-kw power it used developmentally from 1934-39, the Commission in three days of hearings last week heard a documented reply to Clear Channel Broadcasting Service's attack on the Census survey of rural reception, and a plea on behalf of KOB Albuquerque, applicant for a regular assignment on 770 kc with 50 kw, for a "high-power low-frequency station" in the New Mexico area.

Paul Godley, consulting engineer retained by the regional group, emphasized that the clear channel duplication maps which he presented were designed as a demonstration to "stimulate thought." Paul D. P. Spearman, counsel for the Regional Broadcasters Committee, said they showed "not necessarily what the Commission ought to do, but one way it can be done."

Methods suggested by the maps, it was pointed out, are workable from an engineering standpoint and would provide at least three secondary services to all of the U. S. and at least four to almost all. Mr. Godley reiterated that no significance should be attached to the choice of frequencies used in the demonstrations.

Maps Discussed

Based on current allocation standards, using directional antenna patterns as filed with FCC or as designed following standard procedure, these include:

1. On 1180 kc, directionalize WHAM Rochester and add a 50-kw 1-B station in the Phoenix area; or in addition to the 50-kw 1-B at Phoenix, add 50-kw Class 2 at Beaumont, Tex. and 10-kw Class 2 at Duluth, both providing protection to the skywave service of the 1-B stations.
2. On 1100 kc, directionalize WTAM Cleveland and add a 50-kw 1-B at San Antonio.
3. On 1210 kc, directionalize WCAU Philadelphia and add 50-kw 1-B at Denver; or add 50-kw 1-B's at Tulsa, Des Moines and Salt Lake City (or Fresno, Calif.); or add 50-kw Class 2 stations at Tulsa, Des Moines, and San Francisco.
4. On 670 kc, directionalize WMAQ Chicago and add a 50-kw 1-B at Helena, Mont.; or add the Helena station and inject a 10-kw Class 2 station between the dominant 1-B's (Winner, S. D. is suggested location, although it has a small ppulation. Exhibit said "there do not appear to be any towns likely to support such a station independently," but that the extent of coverage "is so great as to enable the station to provide service to a large population both day and night.")
5. On 870 kc, directionalize WWL New Orleans, possibly relocating at Shreveport, and add 50-kw 1-B at Salt Lake City.

Omaha Disputed

6. On 770 kc, directionalize WJZ New York and add 50-kw 1-B at Omaha or Albuquerque. (Exhibit noted "a close squeeze" in the case of Omaha and said "it was not positively determined that this facility would be allocable.")
7. On 1040 kc, directionalize WHO Des Moines and add 50-kw 1-B at Shreveport.
8. On 650 kc, directionalize WSM Nashville and add 50-kw 1-B at Tulsa.
9. On 1120 kc, directionalize KMOX St. Louis and add 50-kw 1-B at Birmingham.
10. On 750 kc, directionalize WSB Atlanta, increase KXL Portland to 50-kw Class 2, and add similar stations at Los Angeles and Milwaukee.
11. On 640 kc, operating KFI Los Angeles as 1-B, add following Class 2 stations: 50-kw at Albany, N. Y., New Orleans and Ames, Iowa; 10-kw at Winston-Salem, N. C.; 1-kw at Akron, and 1-kw daytime at WNAD Norman, Okla. Exhibit said assignment of "a high-power station in Cuba [under NARB conference agreement] and deletion of the station at Nassau probably eliminates Winston-Salem and New Orleans" but that "possibilities for Ames and Albany remain good." FCC spokesmen pointed out that the Cuban station is allowed to radiate only 1-kw power in direction of Los Angeles.
12. On 1160 kc, directionalize KSL Salt Lake City and add the following Class 2 stations: 50-kw in Chicago, Tampa, and Boston; 10-kw in Baltimore (or Washington), Toledo (or Cleveland), and New Orleans; 5-kw in Charlotte, N. C. Exhibit said KSL with DA at night would permit "considerable improvement" in Chicago and Ohio operations, and that "the operation in Chicago would be a modification of WJJD now operating on 1160 kc and the operation at Boston would involve moving WCOP from 1150 to 1160 kc with an increase in power."
13. On 830 kc, directionalize WCCO Minneapolis and add a 50-kw 1-B in Birmingham and a 50-kw Class 2 in New York.
14. On 1200 kc, directionalize WOAI San Antonio and add 50-kw 1-B at Boston.
15. Increase to 50-kw and new directive antenna suggested for WOWO Fort Wayne to permit 50-kw Class 2 operation in New York or New England. Increase to 50-kw with DA proposed for KEX Portland. Exhibit said no rural listeners would lose service from Westinghouse stations as a result.

Power Limitations 'Weakness'

In WLW's case for 500-kw operation, James D. Shouse, Crosley Corp. vice president in charge of broadcasting, declared that present limitations on power in all classes "is an inherent weakness in the allocations structure" and said Crosley "has always advocated use of such power as the art will permit to provide the best possible signal."

He said "a healthy and beneficial effect" would result if all classes of stations were allowed more power, and said all stations have "an obligation" to increase power whenever possible if they can serve more people thereby. An increase to 500 kw by the I-A stations, he said, would be "a step in the right direction" in the effort to provide

(*Continued on page 85*)

Engineers Agree to Alter Standards

Several Minor Changes Are Suggested In Plans

GENERAL AGREEMENT on main principles in the proposed revision of AM engineering standards was reported in the three-day FCC-industry engineering conference last week, but participants said several "minor changes" in the plan were made.

The changes will be incorporated into a revised draft slated for release by July 29, to be circularized to Commission, industry and other interested engineers in preparation for the full-dress hearing before the Commission en banc on Aug. 5.

New Changes

Industry engineers were working with those of the FCC over the weekend in bringing the new changes into the revised draft. Provision was made for submission of minority reports by parties objecting to any phases of the revised plan.

Participants reported a "general feeling" that it would be desirable to retain present standards for normally protected contours, for regional operations both day and night.

There was "no outspoken general opposition" to the proposed plan of revision, participants asserted, despite a large number of changes in minor points which were suggested and approved.

The revision of present standards was submitted by FCC engineers at the outset of the July clear channel sessions [BROADCASTING, July 8]. It was emphasized, however, that the plan had not been approved by the Commission or by the technical committees appointed for the clear channel proceedings, although it was based on an earlier plan for computing service and interference which had received committee approval for use in the sessions.

Including specification of 30-kc separation for assignments in the same area (instead of the now accepted 40-kc separation), the proposal provides new methods of calculating resulting interference and permissible interference of skywave service; revision of adjacent channel ratios; new method of calculating urban populations served; consideration of variation of noise levels and of latitude effects on skywave interference and service.

Like the informal conference, the Aug. 5 hearing will be open to all interested parties. FCC asked that comments on the proposed revision be submitted as far in advance of Aug. 5 as possible and that they be accompanied by specific proposals. Decision is expected later in August.

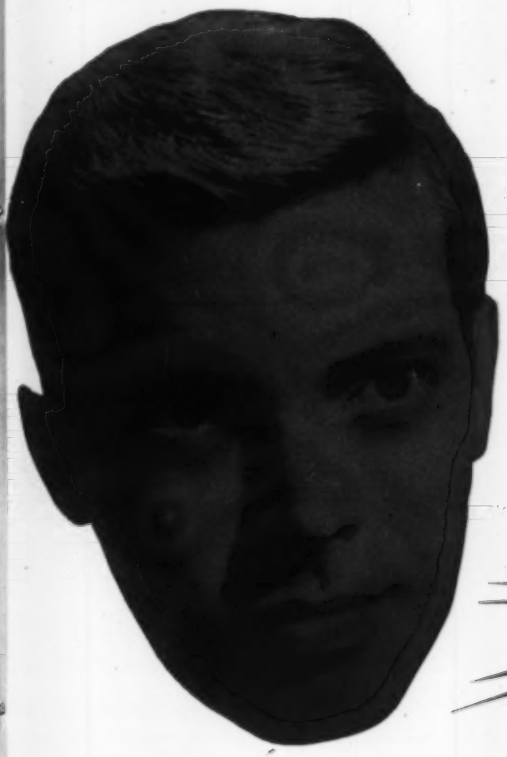
H. MORGENTHAU III HEAD OF FM GROUP

HENRY MORGENTHAU III, son of former Secretary of the Treasury, advised the FCC last week that an unnamed veterans group for which he is acting as spokesman, would apply for an FM allocation in the Metropolitan area of New York.

Mr. Morgenthau, who currently is connected with the New York City Housing Authority, did not disclose the identity of others associated in the newly formed group and his letter to the FCC was, by no means, a formal application. He explained that he had written to the FCC in connection with the Commission's deliberations on the matter of FM channel reservations and that formal application would be forthcoming from his group.

His father recently concluded a short series of commentaries for WMCA New York and four stations throughout the U. S.

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT



"Friend of the Family's"

DICK HAYMES

is another CBS drawing card that makes WMT the Number One Station in Eastern Iowa

"7:00 p. m. Thursday" . . . is again WMTime with the popular Dick Haymes Show . . . another CBS exclusive that creates for WMT more listeners than any other station in Eastern Iowa. There's a real advantage for you in tying up your sales message with this popularity that assures a coverage of 1,131,782 people—a greater number of people within the 2.5 MV line than any other Iowa station. Eastern Iowa's No. 1 station is your No. 1 buy in the best market of a great state at the lowest rate per radio family.

WMT's story is a big one to tell — an important one to hear. Contact your KATZ AGENCY Man at Once!

Member of the Mid-States Group

Maintain High Fidelity Broadcasts with Collins Speech Equipment

You can maintain the high quality of your programs through successive amplifiers by using Collins speech equipment. The fine overtones, the magnificent bass —every detail of your well-balanced program is protected.

The 6P and 6X, shown below, embody typical Collins high engineering standards. Their frequency response of 30-15,000 cps, —65 db noise level, and 1% distortion reflect special attention to high fidelity requirements and thorough engineering of circuits.

Dependability of operation is assured by the use of correctly designed components of select quality. Conservatively designed operating levels further contribute to continuous operation free from troublesome outages.

These equipments are used with standard commercial microphones and program lines, fit standard 19-inch racks, and are available in metallic crystalline gray or black wrinkle finishes. Send for an illustrated bulletin.

Collins Radio Company, Cedar Rapids, Iowa
11 West 42nd Street, New York 18, N. Y.
458 South Spring Street, Los Angeles 13, California

FOR BROADCAST QUALITY, IT'S...

COLLINS

The 6P preamplifier

The 6X line amplifier and monitor

World Radio Organization Is Urged

International Author Sees Programming As Chief Need

By ARNO HUTH, Ph.D.

NEED for a world-wide radio organization, composed of the broadcasting services of all the United Nations, is pointed out herewith by Dr. Arno Huth, writer, lecturer and author of several books on broadcasting ("La Radiodiffusion, Puissance Mondiale" Paris 1937; "Radio Today" Geneva 1942; "Radio—Heute und Morgen" Zurich 1944). Son of Dr. George Huth, noted philologist, co-director of first expedition to East Turkestan, Dr. Arno Huth started his career as music critic, soon became interested in radio. He left Germany in 1933, settled in Paris as foreign correspondent for newspapers in London, Amsterdam and Zurich. He was in Switzerland when war broke out and continued there research work on international broadcasting until March 1946, when he came to U. S. He received his Ph.D. from the U. of Berlin in 1928.

BY ITS VERY nature, radio broadcasting calls for international agreements and international cooperation. A great many technical and legal problems as well as those in the field of programming can only be settled by an international organization. The need for such an organization has been recognized ever since the beginning of broadcasting. As early as 1925, the postal administrations and broadcasting companies of nine European countries established at Geneva the "Union Internationale de Radiodiffusion" (UIR).

The purpose of the UIR, known also as the International Broadcasting Union, was to deal with the crisis caused by the growing mutual interferences of stations in different countries, and to draw up a European wavelength plan. But the Union soon outgrew this task and became a powerful central organization which exercised a decisive influence on the development of broadcasting, and especially of the international program exchange.

At the eve of World War II it comprised over 60 member companies which operated no less than 900 stations with a total power of 12,000 kw. However, there was a serious shortcoming in the constitution of the UIR.: full membership was reserved to broadcasters in the "European Zone" (i.e. Europe, the Mediterranean countries and Iceland). The 24 non-European members, including the big American companies, such as NBC and CBS, and the services of the British Dominions had no seat and vote in the Council.

War Affects the UIR

The political and military developments during the war greatly affected the UIR and its activities. The suppresion of numerous broadcasting services, as for instance in Poland, in the Baltic countries and in Yugoslavia, reduced the membership of the Union. Whereas the International Telecommunications Union or more exactly its Bureau in Berne, observed a neutral attitude and resisted to political pressure, the International Broadcasting Union came more and more under the influence of the Axis powers and especially of Germany, which caused the BBC and most of the other allied services to withdraw, among them CBS, the World Wide Broadcasting Foundation and the Canadian Broadcasting Corp. (Soviet Russia and many Latin American countries have never belonged to the Union.)

In the last years of the war, the conventions of the UIR Council, held in Switzerland, were nothing but meetings of the Axis delegates, their satellites, the Quislings of the occupied countries and a few neutrals. While the Director General and the Secretary General of the Swiss Broadcasting Service acted as President and Secretary General of the UIR (the latter also as director of the Geneva Office), the positions of the four vice presidents were reserved to the dele-

DR. HUTH

gates of Nazi Germany, of Fascist Italy, Vichy France, and occupied Denmark. The Checking Centre of the UIR at Brussels was directed by the German delegate.

Reorganization Needed

It goes without saying that if the UIR is to be preserved, it must be reorganized entirely. But the question arises whether it would not be preferable to make a fresh start. Just as the governments of the world have preferred to replace the old League of Nations by the new United Nations Organization, it may be advisable to replace the discredited UIR by a new worldwide organization, which would represent the American interests, as well as the European, and closely cooperate with the United Nations Organization.

For this purpose its headquarters could be suitably located near the seat of the UN, as well as those of the UIR were situated at Geneva, the seat of the League of Nations. Its membership should be open to the broadcasting services and the associations of broadcasters of all the countries which are members of the United Nations. (Neutral countries may be admitted later as associate members.)

The new organization, just as the UIR, should include the private broadcasting companies in addition to the official and semi-official services. Otherwise its activities would be seriously hampered, because limitation to official membership would exclude the privately-owned networks and stations of the United States and of the Latin American countries, the important associations of private broadcasters in Canada and Australia as well as the commercial stations in Europe.

A world-wide broadcasting organization would by no means preclude or limit the functioning of regional groups such as the projected Inter-American Broadcasters groups might establish useful connections within the framework of the larger organizations.

United Action

The postwar responsibilities of radio are so great and its tasks so difficult that the broadcasting services of the various countries ought to coordinate their efforts for the purpose of common international action. This can only be done by a worldwide broadcasting organization whose functions would be as manifold as radio broadcasting is itself.

In the technical field, the new organization—in close contact with the International Telecommunications Union and the Communications Committee of the UN Social and Economic Council—would have to apply to broadcasting the provisions of the future International Telecommunications Convention. It would further have to establish a wavelength plan for shortwave broadcasts, and to create a system of international relays to ensure worldwide distribution and satisfactory reception of international programs, especially of the UN broadcasts. It should also provide for the exchange of information on the technical problems of radio broadcasting and television, and thus advance technical progress.

In the legal field, the new organization should promote the free exchange of information by means of international agreements and other appropriate measures; it should mediate between broadcasting services in the case of conflicts; prevent the illegal use of program material; endeavor to improve the relations between radio and the press (which, in many countries, are far from good), radio and the recording industry, television and the motion picture industry. Furthermore it would have to prepare new international copyright agreements for the preservation of the interests of both broadcasters and authors.

Programming Chief Function

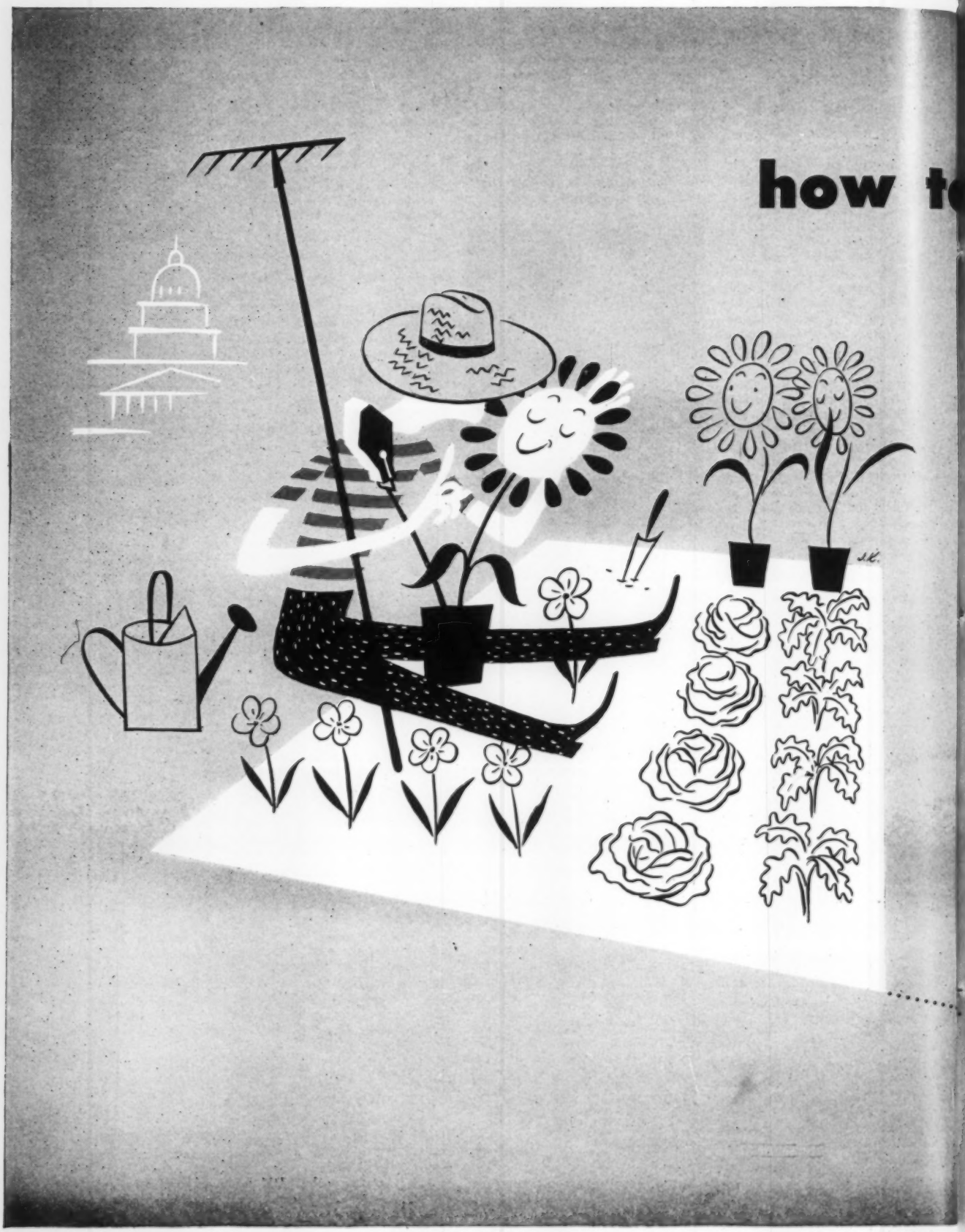
Its main functions, however, would be in the field of *programming*, where the Union should act as a clearing house for international broadcasting. It should help the United Nations, the UNESCO, the ILO, and other UN agencies to spread their ideas all over the world; it should promote an international program exchange between all countries and continents, and arrange international programs to be rebroadcast by all members. It should try to further the exchange of broadcasters, educators and artists between the affiliated broadcast services as well as the exchange of information and literature dealing with program developments and international broadcast activities.

There will be many more functions as, for example, the training of broadcasters in international affairs, the promotion of program and listener research (which is almost undeveloped in most countries), the creation of international radio libraries open not only to the specialists but also to students and to the general public, and, last but not least, the improvement of economic relations between the radio manufacturers of the member countries.

The broadcasting services as well as the radio listeners all over the world would undoubtedly derive an immense profit from the activities of such an organization. It would be highly desirable that the American broadcasters—assisted by the U.S. Government and by the United Nations—would take the lead in a move for the creation of such a new worldwide broadcasting union. A meeting of the broadcasters of all the United Nations should be held as soon as possible, either in San Francisco or in New York, at the birthplace or at the headquarters of the United Nations.

Firm Named

ALL RADIO production for Dancer-Fitzgerald-Sample will be conducted through Show Productions, Inc., with main offices in agency's New York office. New firm will be headed by H. M. (Mix) Dancer, president of D-F-S. Roy Winsor, who resigned as radio director for D-F-S in Chicago two weeks ago, was to assume post as radio director of new firm but chose to remain in Chicago where he is producing *Vic & Sade* on MBS and *Ma Perkins* on CBS.


how to

talk to your garden

If anyone knows how to speak the language of gardening it's W. R. Beattie. Not that his speech is flowery—it's just that for more than 12 years Beattie has been broadcasting garden information over WRC... and as retired Senior Horticulturist of the U. S. Department of Agriculture he speaks with authority.

During the war, Beattie's *Gardening For Victory* was one of Washington's most timely war effort programs. Today, with food shortages throughout the world, home gardening is as important as ever. W. R. Beattie's new program, *Gardening With Beattie* (presented four times a week by Jelleff's Department Store), fills the need for authentic garden information—told in language everyone can understand.

Of course WRC carries the "big names" of the NBC Parade of Stars, but it also produces some of the most unusual *local* shows in radio. Features like *Gardening With Beattie* are evidence of programming skill and alertness that can't help paying off in sales for sponsors.

FIRST IN WASHINGTON

WRC NBC

980 KC.

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

WHSC on Air Sept. 1; Caddell to Be Manager

RAYMOND CADDELL, former program director of WOLS Florence, S. C., has been named general manager of WHSC, new Hartsville, S. C., station authorized to operate on 1450 kc with 250 w power [BROADCASTING, Jan. 7]. Simultaneously, C. H. Campbell, president announced the appointment of Don Brienen to the position of chief engineer.

Scheduled to begin operation about September 1, WHSC will employ the latest Raytheon equipment, and a 167 foot Wincharger tower with open wire coaxial line. WHSC will be a Mutual affiliate.

KFOX Long Beach, to observe start of helicopter mail service in Southern California, arranged special broadcasts from ground and air. Norman Masterson, special events director, and L. W. McDowell, chief engineer, were in charge of operations.

RESULTS VS. MONEY
Woods Explains Why 'Liberty' Dropped LaGuardia

WHY did *Liberty* magazine drop sponsorship of Fiorello H. LaGuardia's commentaries on ABC?

That question, which a *Liberty* executive answered at the time by saying Mr. LaGuardia had become "too controversial" and that public interest in his broadcasts had waned [BROADCASTING, June 3], was put last week to ABC President Mark Woods.

When FCC Acting Chairman Denny asked it during the hearing on ABC expansion plans, Mr. Woods replied: "They entered into it as a test campaign in radio . . . I suppose they gave it a reasonable test. When they came to the end of the contract, I assume they computed the results versus the money spent and decided to discontinue it."

PRE-FLIGHT BRIEFING is mapped by three announcers of KVFD Fort Dodge, Ia., conducting a mythical series of airplane broadcasts which publicize business places in KVFD's listening area. They are (l to r): Ray Bennett, Bob Williams and Frank Sims, the latter two ex-Army pilots. Flights are in line with KVFD policy: "Know what you're talking about."

Small Marketers May Form in WAB
Other Matters Are Scheduled For Session in B. C.

FORMATION OF A small markets group within the Canadian Association of Broadcasters is to be discussed by the Western Association of Broadcasters at their meeting at Harrison Hot Springs, B. C., August 5 and 6, under chairmanship of WAB President Dick Rice, CFRN Edmonton. This will be the first discussion led by Les Garside, CJGX Yorkton, of a small markets group within the CAB by any large group of Canadian broadcasters since the idea was promulgated in Toronto by a small group of station men early in June [BROADCASTING, June 17].

This first postwar session of the WAB (during last year's meeting news of the first atom bomb on Japan was announced) will also deal with the Bureau of Broadcast Measurement in a report by Horace Stovin, a BBM director from Toronto; a discussion on CBC rules of suitability of programs for networks led by H. G. Walker and H. J. Boyle of the CBC Dominion and Trans-Canada networks respectively; content of transcribed spot announcements, with discussion led by Bert Cairns, CFAC Calgary. Annual dinner on August 5 will be addressed by D. Leo Dolan, chief of Canadian Travel Bureau, Department of Trade and Commerce, Ottawa.

Second day's session, which is closed to all but WAB members and the "recognized press services," will deal with official reports, election of officers, a report on the music situation led by Jack Slatter, radio representative, Toronto, chairman of CAB music committee. An open meeting will deal with FM engineering problems.

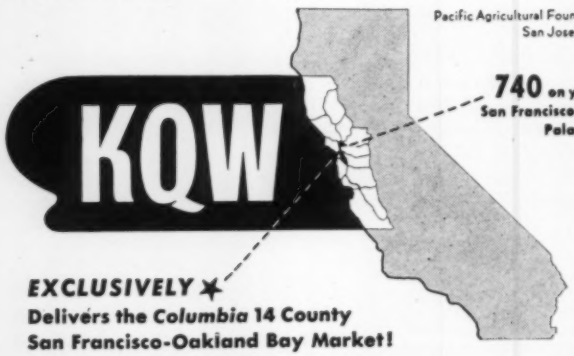
Linnea Nelson Predicts Rating Method Changes

A CHANGE from present methods of "audience rating" as the yardstick of sponsored programs, to the use of an actual "sales index" as the principal measurement of program value to the sponsor, will be made in the near future, Linnea Nelson, time-buying executive of J. Walter Thompson Co. Advertising Agency, New York, told educators enrolled in the fourth annual Radio Workshop at KYW Philadelphia.

Actual sales to the radio audience will be the gauge by which sponsors will measure their success, she claimed. She attributed the growth of the radio industry from 30 stations and 60,000 sets in 1922 to 900 stations and 34,000,000 sets in 1945 largely to good programming. The public has played a large part in program selection, because a poor Hooper rating caused sponsors to switch programs, as a rule, she went on to say.

ONE COLUMBIA STATION SERVES THEM ALL!

When you buy California you buy a 3-basic-market state: San Francisco-Oakland Bay Area, Southern and Valley. And KQW is the only *Columbia* station serving the densely populated San Francisco-Oakland Bay Market. Here in KQW's primary listening area are 14 highly industrialized counties where San Francisco-Oakland hub a concentration of 2½ million people . . . and here KQW *exclusively*, delivers the huge *Columbia* audience . . . at less cost.

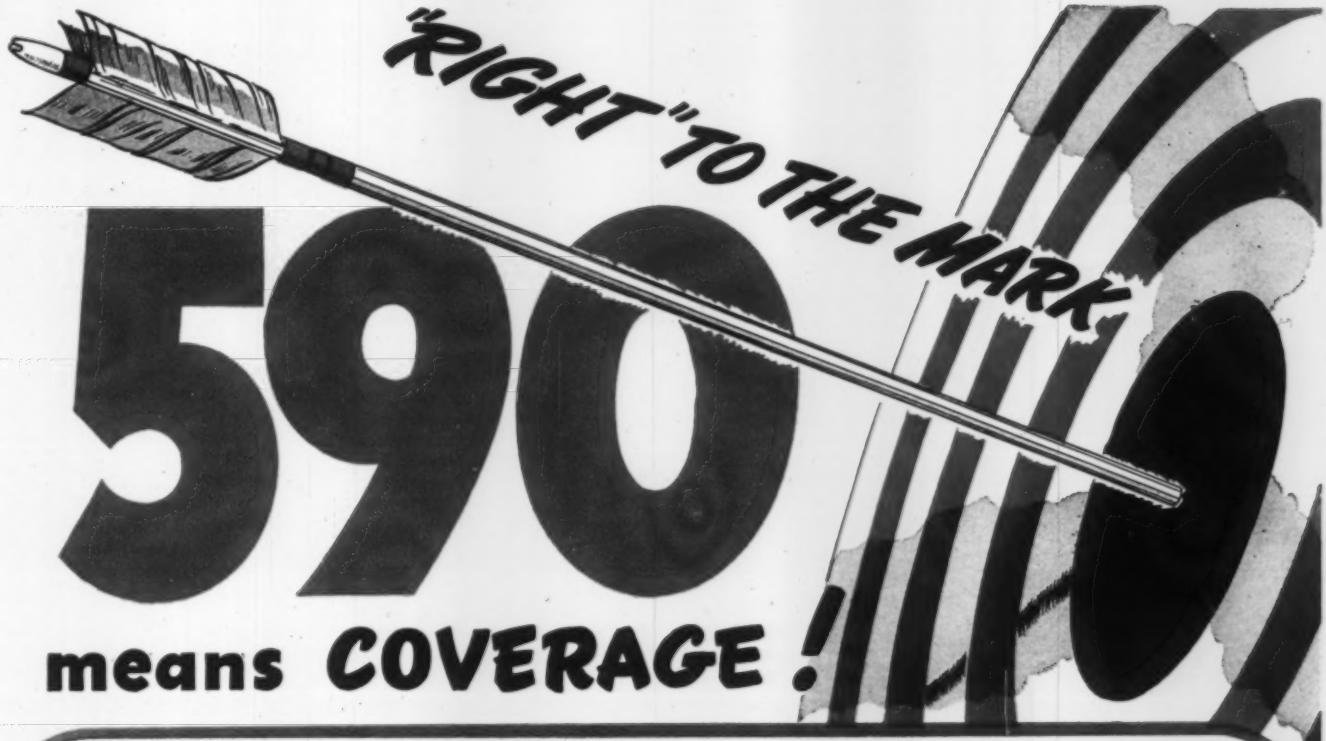


Pacific Agricultural Foundation, Ltd.
San Jose, California

740 on your dial
San Francisco Studios
Palace Hotel

EXCLUSIVELY
Delivers the *Columbia* 14 County
San Francisco-Oakland Bay Market!

Represented Nationally by Edward Petry & Co. Inc.



WOW, with 5000 watts on 590, can be heard **CLEARLY** more than 100 miles from Omaha. **WOW** is **LISTENED** to because it is a basic NBC station, carrying 33 of the 50 top-rated programs plus first-class local features and NEWS. Thus **WOW** gives you **THE BIGGEST RADIO AUDIENCE** your money can buy in the Omaha trade territory.

WOW

AT 590 KC.	NEEDS ONLY 5000 WATTS TO DELIVER A 2½ MILLIVOLT SIGNAL 100 MILES
AT *1100 KC.	90,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES
AT *1300 KC.	190,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES
AT *1500 KC.	420,000 WATTS WOULD BE NEEDED TO DELIVER THE SAME SIGNAL 100 MILES

IT'S A FACT

The chart above, based on computations by competent radio engineers, shows how much MORE power is needed to lay down a 2½ millivolt signal, in the Omaha area, at frequencies higher than 590. *WOW's ½ millivolt contour actually has been established* at nearly 200 miles from Omaha in every direction.

★ **These are the approximate frequencies of other full-time stations in the Omaha area.**

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

TQN Upholds Its Political Policies

Texas Net Says Rules Haven't Changed Since 1940

CONTRARY to allegations of Dr. Homer P. Rainey that the Texas Quality Network and the four stations comprising it had restricted time for political broadcasts this year but had "afforded ample opportunity" in previous elections, testimony before an FCC examiner in Dallas July 12-13 was that the TQN adopted its first political broadcast policy in 1940.

Attorneys for Dr. Rainey, candidate for Governor and former president of the U. of Texas, charged violation of State and Federal anti-trust laws and of the Federal Communications Act (Section 315). Dr. Rainey testified that the TQN policy was all a part of a plot to keep him off the air.

Defendant stations are WBAP Fort Worth; WFAA Dallas; WOAI San Antonio, all 50 kw outlets, and KPRC Houston, 5 kw station.

Stations' Agreement

"These stations have agreed in writing that no candidate for public office in this State shall be permitted the use of the facilities of either or all of these stations prior to June 11, 1946," said Dr. Rainey. He stated that the agreement permitted only one broadcast per candidate between June 11 and July 13, after which unlimited time would be available.

The defendant stations brought out, however, that TQN rules do not apply to the stations individually and that they made their own policies. WOAI showed that it had strayed as an individual station from the TQN rules.

Station witnesses insisted there was absolutely no connection between their individual policies and those of the network, except when the stations were broadcasting as part of the network.

Martin Campbell, general manager of WFAA, traced the history of TQN political rules, said the stations comprising the network agreed in 1940 that some policy in keeping with the Communications Act and FCC regulations was necessary. In 1942 rules governing political broadcasts were adopted. They again were invoked in 1944 and in January this year, he said.

He placed in the record statistics showing that in Dallas County alone the names of 148 candidates for 61 offices will appear on the Democratic ballot in the July 27 primaries. For Governor there are 14 candidates. Texas Quality began making time available for political broadcasts June 11, the day after the Democratic State Central Committee certified candidates. Prior to that time, Mr. Campbell testified, stations had no way of knowing who would be the candidates.

Period Set Aside

Until July 13 TQN had set aside a 30-minute period (8-8:30 p. m., CST), in which each candidate was to be allowed one period. Beginning July 13 it was "open house" so far as political broadcasts are concerned, he added.

Dr. Rainey objected to the half-hour period and said he would prefer two quarter-hours. He criticized newspaper ownership of stations, said: "I do not think it will be disputed that the newspapers owning three of the stations comprising the Texas Quality Network are and have been vigorously opposed to my candidacy for Governor."

Dr. Rainey was particularly bitter against newspaper-owned radio. During his campaign he has said that if he is elected he will sponsor legislation seeking separation of ownership of newspapers and radio stations in Texas.

WBAP is associated with the Fort Worth *Star - Telegram;* WFAA with the *Dallas News,* and KPRC with the *Houston Post.* WOAI has no newspaper affiliation.

Dr. Rainey complained that the *Dallas News* had asked him questions on the editorial page, but would not give him time on WFAA to answer. He admitted, however, that the *News* had offered him equal space on the editorial page to reply.

Other candidates for Governor testified they believed they had been treated fairly by TQN, that all they asked was equal time on the air with their rivals.

For Publicity Purposes

One witness, Caso March of Waco, a candidate for Governor, charged that the entire proceeding was brought by Dr. Rainey for the purpose of building up his political publicity and that of former Gov. James V. Allred, one of Dr. Rainey's lawyers, who is being mentioned as a candidate for the Senate in 1948.

Another candidate, Attorney General Grover Sellers, said he thought the Texas Quality Network had been quite fair. He testified the network was protecting the public's interest by rationing time on the air for candidates. Mr. Sellers suggested that the hearing should be put off until after the election and let the people pass on

(Continued on page 42)

In the NORTHWEST *it's* KFYR!

Compare the latest Conlan survey of North Dakota with any national survey. You'll find KFYR's **average weekly** rating for every period from 7:30 to 10:00 P. M. is higher than any national rating for the **highest** rated show in that period!

Period (CST)	KFYR AVERAGE Conlan Rating for the WHOLE WEEK
7:30 P. M.	24.1 (Monday thru Friday)
8:00 P. M.	27.9 (Monday thru Friday)
8:30 P. M.	32.7 (Monday thru Friday)
9:00 P. M.	31.4 (Monday thru Friday)
9:30 P. M.	21.7 (Monday thru Friday)

Day and night—KFYR has nearly **three times** as many listeners as its nearest competitor.

According to this latest Conlan survey, all but four quarter-hour periods a week on KFYR have higher ratings than the highest rated program of any other station heard locally.

Your show on KFYR will reach a greater percentage of the potential audience in the Northwest than any other station or combination of stations. For your copy of the complete Conlan survey, write KFYR or ask any John Blair man.

KFYR Bismarck, N. D.

5000 Watts Day and Night
NBC Affiliate 550 Kilocycles

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

SALUTING...

KANS
WICHITA, KANSAS

Wichita is first in retail sales in the great state of Kansas . . . with per family expenditures far above the national average! Get your share of Kansas' money circulation . . . produced mainly by wheat, cattle, and oil . . . through KANS . . . the NBC station in Kansas' No. 1 Market—Wichita!

With full confidence and pride in its achievements . . . Taylor-Howe-Snowden recommends KANS to you!

TAYLOR-HOWE-SNOWDEN *Radio Sales*

T-H-S SALES OFFICES

New York
Chicago
Dallas
Hollywood
San Francisco
Portland

General Offices—Amarillo

TAYLOR - HOWE - SNOWDEN
RADIOLAND

THE GREAT MIDDLE
WEST AND SOUTHWEST

–AND NOW THE NEW

GE CONSOLETTE

STUDIO A

MICROPHONES

"ON-AIR" AND "REHEARSAL" LIGHTS

LOUDSPEAKER

4 SPECIAL CUE INPUTS

STUDIO B

MICROPHONES

"ON-AIR" AND "REHEARSAL" LIGHTS

LOUDSPEAKER

ANNOUNCE BOOTH

MICROPHONE

LOUDSPEAKER

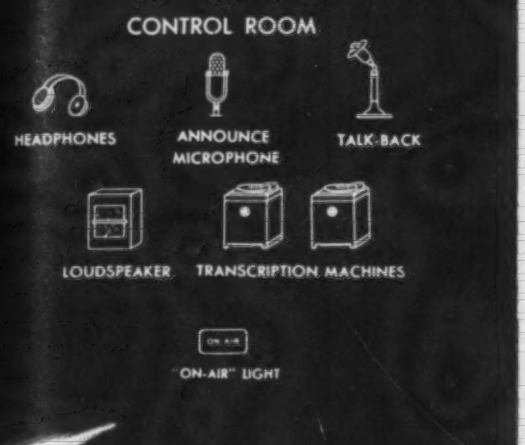
"ON-AIR" LIGHT

8 REMOTE LINES (INCLUDING NETWORK

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

160-E7-6914



The new G-E two-studio Consolette is a compact, flexible and economical speech input equipment designed to meet the needs of every station, FM or AM.

A Partial List of the Features that make the G-E Consolette an Important Part of Every Station, FM or AM:

- Contains all amplifiers and controls for complete operation of 2 studios, announce booth, turntables, and remote lines.
- Input connections for 8 studio microphones, 2 announce microphones, talkback microphone, 8 remote lines (including network), 2 transcription turntables, and 4 special cue input circuits.
- Output connections for 2 outgoing lines, 4 loudspeakers, 4 sets of "on-air" and "rehearsal" lights, and headphones.
- 4 pre-amplifiers provide simultaneous operation of 4 microphones.
- 2 program amplifiers provide extreme flexibility in operation and reliability of service. Each amplifier has individual gain control and power supply.
- Monitor amplifier with individual power supply is also used for talk-back circuit with "over-ride" feature. All "interlocking" is built in.
- Simultaneous facilities for broadcasting and rehearsing.
- Electrical performance to meet FM requirements. At normal output level distortion is less than 1% rms, 50 to 7500 cycles. Response is within 2 db, 30 to 15,000 cycles. Noise level is 65 db below program level.
- Two-tone, blue-gray cabinet is only 10½ inches high, providing complete visibility over top of consolette.

Big-Station Studio Control Flexibility for Every FM and AM Station

THE General Electric Consolette provides complete studio control facilities—monitoring, cueing, simultaneous broadcasting and rehearsing, and over-ride talk-back that operates without need for order wires—all at a price *any* station can afford, FM or AM.

Here is an outstanding control unit that contains all the amplifiers and controls needed for complete operation of one studio, two studios, or two studios and an announcer's booth—including ten microphone inputs. Two program amplifiers permit instantaneous switching of the program from one amplifier to the other.

A new improved push-button system and simplified switching gives the G-E Consolette exceptional flexibility and new freedom from operating errors. Careful arrangement of controls and a correctly sloped panel combine full visibility with operating ease unmatched by ordinary consolettes. A hinged top and a hinged-type chassis mounting provide complete accessibility.

Ask your nearest G-E office for complete data on the new G-E Consolette, or write: *Electronics Department, General Electric Company, Syracuse 1, N. Y.*

Have you placed your order yet?

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM *See G.E. for all three!*

War Assets Radio Budget $646,324

WAA Appropriation for '47 Is Approved by Senate

A RADIO advertising budget of $646,324 for the War Assets Administration was assured last week for the fiscal year beginning July 1 when the Senate approved a WAA appropriation of $435,000,000 for the 1947 fiscal year. The House already had passed the Third Deficiency Bill (HR-6885), which includes the War Assets budget [BROADCASTING, July 1].

War Assets Administration has earmarked $8,000,000 for advertising, with the radio budget apportioned as follows: 3,300 spot announcements, $379,000; 361 programs of 5 and 10-minute lengths, $180,500. The remaining $86,824 has not been designated, according to testimony before the House Appropriations Committee.

Wage Agreement

IN AGREEMENT worked out between NBC and Radio Writers Guild, newsroom personnel of KPO San Francisco will receive increase in pay from $265 to $300 per month. Although existing contract doesn't expire until August 1947, network agreed to re-open wage negotiations with resultant increase retroactive to July 1 this year. RWG is also negotiating same deal with CBS for KNX Hollywood.

Lax FCC Methods Charged

EDITOR, BROADCASTING:

For some time, I have viewed with genuine alarm the reckless policy of the FCC in the granting of new permits.

In many instances, there are to be three, four and even five stations in communities that can hardly support one, or at most two. Just when radio is beginning to find and establish itself in its strange new economic world, along comes a threat within its own ranks that is certain to bring about disaster in a few years.

For one thing, there will be serious cut-throat competition, a problem that many stations have only recently started to solve. Rate cards in many communities will not be worth the paper they're printed on.

There will be so many stations vying for attention that no one station is likely to give the advertiser a profitable return for his advertising dollar, forcing many advertisers into media where competition for attention is more reasonable. The whole result will be a gradual breaking down of advertiser and public confidence.

Even in these easy-money days, many of these new stations are destined for failure. Should we have even a minor depression, hundreds of stations will go to the wall and radio will have the blackest eye of any media in all history.

I urge upon you and the radio industry to force an immediate investigation of the disgracefully lax methods now employed by the Federal Communications Commission.

J. CARSON BRANTLEY
The J. Carson Brantley Advertising Agency
Salisbury, North Carolina

July 16, 1946

FHA Produces Veterans Housing Discs Available to Stations for Sponsorship

FEDERAL Housing Administration, in connection with Veterans Emergency Housing Program, has produced a series of recordings on housing now being made available to stations, and available for sponsorship. Recordings are being made by Radio Recording Division of NBC, under the supervision of George T. Van der Hoef, administrative officer of the Division of Finance and Industry, FHA.

Mr. Van der Hoef is resuming with the FHA after duty with the U. S. Marine Corps as executive officer to the Director of Public Relations, with rank of lieutenant colonel. He had been with FHA 12 years before he went to the Marine Corps.

First of the series of three will be made available to stations throughout the country on July 19, with the other two ready for release early in August, according to Mr. Van der Hoef.

The first of the 15-minute recordings features a five-minute talk by Raymond M. Foley, Commissioner of the FHA, on the subject, "Remodeling Old Homes Into Additional Acccommodations for Veterans."

The balance of the recording is made up of one-minute dramatized spot announcements which are available for sponsorship.

Recordings to be released in August contain a ten-minute dramatized narrative on the Veterans Emergency Housing Program, and 15 dramatized one-minute spot announcements which may be sponsored.

In addition, FHA now has available a weekly spot announcement service to stations, prepared in mimeographed form, and made for use either on a sustaining or sponsored basis. In the past, Mr. Van der Hoef said, building supply dealers, lumber yards, banks and other financial institutions made wide use of such material in developing their own commercial programs.

Either the recordings or the weekly spot announcements or both are available to all stations upon request. According to Mr. Van der Hoef, 350 stations have already requested recordings.

CARL KRAATZ QUITS SCHWIMMER & SCOTT

CARL F. KRAATZ, account executive at Schwimmer & Scott, Chicago, resigns Aug. 15 to become president and director of his own company, Teleways Radio Productions Inc., Hollywood. Company will build and produce live and transcribed radio programs to be sold to stations and agencies through its own sales organization. Mr. Kraatz said he also plans to produce live shows with name talent for agencies and regional networks not having Hollywood affiliations.

Mr. Kraatz

Among Hollywood talent under contract to new company are Warren Williams, Allan Jones, Lurene Tuttle, Sons of the Pioneers, Marvin Miller and Warren White. Besides its wholly-owned shows, Teleways Inc. also will act as exclusive sales agents for a number of franchise properties including *Joe Palooka, Skibo of the North Woods,* Sons of the Pioneers and others.

During his association with Schwimmer & Scott Mr. Kraatz acted as account executive for *Coronet Little Show, Starring Curt Massey, Abe Lincoln's Story, Fred Waring's Pennsylvanians,* (special NBC), and *David Harding, Counterspy.*

Offices of Teleways Inc., are at 8905 Sunset Blvd., Hollywood.

Plea for Dismissal of Suit Against Serutan Denied

THE APPELLATE Division of the New York Supreme Court has denied a motion of the Serutan Co. to dismiss a $1,300,000 suit brought against the company by Raymond Spector Co. Inc., advertising agency, which charged breach of contract.

The Spector Co. alleged that under terms of a contract entered into in December 1942, the agency was to concentrate on the advertising for Serutan, the Journal of Living and Nutrex. The agency ciaims to have placed $1,500,000 worth of orders under the contract with Serutan and is therefore entitled to $225,000 commission, but the contract was breached in May 1945, it was charged. Trial of the suit is scheduled for the fall term of the court.

Serutan's advertising is now handled by Roy S. Durstine Inc., New York.

NOW AVAILABLE

"BAUKHAGE TALKING from Washington"

12:00 - 12:15 MONDAY THROUGH FRIDAY

H. R. Baukhage is now available for your sponsorship over WTCN. Mr. Baukhage has a large and loyal following in this area.

Men who influence advertising are among his listeners—influential companies are his sponsors in other markets.

This is your opportunity to buy excellent programming on a station that covers an area of Minnesota responsible for at least 65 per cent of the retail and wholesale business of the entire State . . . a station that has a gross potential audience of 2,350,000.

"BAUKHAGE TALKING" OVER

WTCN MINNEAPOLIS — ST. PAUL

AMERICAN BROADCASTING COMPANY

FREE & PETERS • NATIONAL REPRESENTATIVES

. . . . another "FIRST"!

JAMES ROOSEVELT

COMMENTATOR

Monday through Friday 6:45 PM

KLAC

"FIRST" on the dial at 570

Los Angeles California

Represented by: Adam Young Jr. Co., New York-Chicago

Preparations Assure Better Atom Broadcasts in Future

"B-DAY" plans for the second atomic test at Bikini began to take on definite shape last week following conference of network and Navy officials [BROADCASTING, July 15], and radiotelephone conversations between Pearl Harbor and Washington.

Last week Commdr. Don Thompson, radio officer for the atomic tests on leave from NBC, talked via radiotelephone from Pearl Harbor to Capt. Charles F. Horne, Deputy Chief of Naval Communications, and advised that more intensive "Q-ing" was necessary for upcoming broadcast of July 25 than was available for the first test.

According to Captain Horne, Commander Thompson said the "A-Day" broadcast "started blind," as technicians at Bikini were unable to pick up any signal from San Francisco.

Consequently, arrangements are being made for the addition of several powerful ex-OWI transmitters with directional antennas at San Francisco to insure adequate pre-broadcast tests. There will also be daily tests from now up until air time, with circuits open a full hour before the "show" goes on the air, to get the best possible signal.

In addition, the *Appalachian*, main radio and press ship, has been at Pearl Harbor undergoing an overhauling, and having her transmitters stepped up to twice their original power. The two most powerful transmitters aboard now have a rating of 1 kw each.

The *Panamint* and *Mount McKinley* will also be used with the *Appalachian*, broadcasting on five different frequencies ranging from 10-20 mc.

The much-discussed *Spindle Eye*, Army communications ship built for the invasion of Japan, which during the first atomic test was tied up at Kwajalein, has been ordered to Honolulu.

Captain Horne said last week that he learned after talking to communications men in Pearl Harbor that the *Spindle Eye*, in addition to not having accommodations for the full complement of news and radio men the *Appalachian* carries, is at her best when tied up and her directional antenna can be used. "Her power is considerably decreased when she's underway," the captain said.

'Appalachian' Faster

"We need a ship there that is easily maneuverable, also," he said. "The *Appalachian* has a top speed of approximately 17 knots, while I understand the *Spindle Eye's* maximum is about eight knots."

(The Army, however, claims about 12 knots speed for the *Spindle Eye*, and cites the fact that the ship received four plus ratings from RCA San Francisco while underway in Tokyo Bay.)

"Although it was suggested to use the ship as a relay from Bikini for 'B-Day'," Captain Horne said, "it was decided out there that with the *Appalachian's* power stepped up, and the *Spindle Eye's* limitations considered, it would not be of any benefit. So she is to proceed to Honolulu as a possible relay point there."

Directional antennas at Honolulu, including the Army radio station at Fort Shafter, will pick up the signal from Bikini, then powerful transmitters, transmitting simultaneously on different frequencies will send the signal, via directional antennas to San Francisco.

Assignments of network correspondents were: Don Mozley, for CBS; Clete Roberts, ABC; Ralph Howard Peterson, NBC; and Don Bell for MBS. Mutual will take additional reports from Frank D. Morris, *Collier's* correspondent.

MAKING GOOD his promise to play a week free in Kansas City if he was a success in Hollywood, Jack Carson (second from left), gets together with Karl Koerper, managing director of KMBC (l); E. K. Hartenbower, KCMO manager, and Dean Fitzer, manager of WDAF. Ten years ago the CBS comedian and screen personality left Kansas City for Hollywood.

SPECIAL citations have been awarded George Ketcham and Sadie Adwon, director and assistant director, respectively, of the KTUL Tulsa promotion department, by the American Legion of Oklahoma "for outstanding service in the 1946 American Legion Memorial Poppy Drive."

WOOD PRODUCTS help build a stable NASHVILLE market

Furniture and other finished wood products form a major industry here — and add over two and a half million dollars yearly to the manufacturing output of the Nashville area. . . Varied industrial activity has built a prospering sales territory. . . One million people have a spendable income of over 800 million dollars each year. . . And favorite network shows of American and Mutual have won a good part of this potential audience — for WSIX.

AMERICAN
5,000 WATTS

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

MUTUAL
980 K.C.

National Representative
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy

LETTERS, LETTERS, LETTERS! Fort Wayne's WOWO gets *bundles* of them, as regular as clockwork, from fertile Midwest farms. Yet this mail-response, and the listenership behind it, are scarcely surprising when you consider (1) the tremendous farm market within easy reach of WOWO's potent signal, and (2) the eminent *service* which WOWO provides for its farm audience.

THE MARKET • 30 *million* farm acres! So diversified that history records no major crop failure. More than 325,000 farms.. in Indiana, Ohio, and Michigan. 88% radio-equipped. Of all farms in Indiana (national leader in production of tomatoes for canning) 70% are in the WOWO area.

WOWO FARM SERVICE • Director is Jay Gould, one of the foremost farm experts on the air. Mr. Gould knows farmers.. their problems, their habits, their hours. His broadcast day starts with the 5 to 7 A.M. farm program. Each day at 6 A.M., an interview with a county agent.

At 11:15 A.M. daily, Jay Gould's Notebook.. with more farm tips.

At 1:00 P.M. Saturdays, the American Farmer (ABC network).

At 3:45 P.M. Thursdays, 15 minutes with Home Demonstration Agents.

At 6:10 P.M. daily, Farm Market Analysis (UP).

At 8:00 P.M. Tuesdays, "Farmers in the Dough."

Weather reports nine times daily.. plus innumerable public appearances at farm institutes, grange meetings, etc.

MORAL • Advertisers with an eye on the Midwest farm market should keep an ear tuned to availabilities on WOWO.. Indiana's most powerful station.

Jay Gould, Farm Director at WOWO

•

Mr. Gould and county agents air discussion of regional farm problems.

WESTINGHOUSE RADIO STATIONS Inc

KYW KDKA KEX WBZ WBZA WOWO

Represented Nationally by NBC Spot Sales, except KEX • KEX Represented Nationally by Paul H. Raymer Co.

STEPPING UP YOUR POWER?

After 6 years of dependable operation of a Western Electric 1 KW Doherty Circuit Transmitter, WFCI, Pawtucket, R. I., has installed this new 405B-2 5KW to provide the best possible signal to its increased listening audience. Unit at extreme left is the Western Electric 33C Antenna Phasing Equipment.

Here's how you can be sure of DEPENDABLE PERFORMANCE

There are numerous good reasons why so many owners of lower powered Western Electric AM Transmitters will consider nothing but Western Electric quality when they go to higher power.

And broadcasters who have used other equipments —and have been granted increases in power—are now turning to Western Electric to take advantage of the dependable, economical operation offered by this station-tested AM line.

If you are one of the broadcasters stepping up to 5 KW, you owe it to your listening audience and to yourself to investigate the reasons why the Western Electric 405B-2 Doherty Circuit Transmitter is the wisest choice for you too.

For complete information, get in touch with your Graybar Broadcast Equipment Representative, or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

Western Electric

—QUALITY COUNTS—

KSD Planning to Bring Television to St. Louis

KSD, St. Louis *Post-Dispatch* station, last week revealed plans to bring television to the St. Louis area. Black-and-white television is expected to be on the air before March 1947 to cover an area 35 to 40 miles in radius, centered in downtown St. Louis, and including more than 1,400,000 persons. FCC granted a video CP July 12 to the Pulitzer Publishing Co., owner of KSD and the *Post-Dispatch*.

Station plans to construct the transmitter tower atop the *Post-Dispatch* annex on Olive St., between Eleventh and Twelfth Streets, and the annex will house temporary television studios. Much of the RCA equipment to be used is already on hand. There will be a maximum of 28 hours of visual broadcasting a week. KSD will also purchase a mobile unit for remote pick-ups.

Illinois Applicant Promises to Avoid Excessive Commercialism on Station

PROPOSING a program policy designed to preclude excessive commercialism while stressing local "live" productions and local newscasts, Metropolitan Broadcasting Corp. of Bellville, Ill. applied to FCC last week for a 1000-w full-time standard station on 1430 kc.

Headed by Stephen H. Kuhlman of St. Louis, Mo., retired fuel operator who owns 62.5% interest, Metropolitan declared it will render a service "new to the broadcasting industry."

One feature is a policy of "no commercial advertising on Sunday." Sunday broadcast time will be devoted exclusively to sustaining and public service programs, with commercial announcements limited to a mention of sponsor's and products' names.

Additional highlights of the proposed Metropolitan station policy are:

1. "All commercial copy will be subject to a time limitation.

2. "Seventy percent of the station's programming will be locally 'live' produced talent programs, 30% of which will call for special writing, casting and production.

4. "Development of local talent through long-range program of education.

5. "A public relations program that provides a two-way traffic for the listener—providing the public with an effective means of voicing its opinion."

Influenced by Survey

Policy of Metropolitan was determined as a result of a survey conducted by Public Relations Counselors of St. Louis, firm headed by J. Mark Thompson, president of the applicant.

To further the "good-will" of employes and "maintain a high productive organization," Metropolitan stated that in all instances it will employ union help, with the prevailing union scale as the minimum salary. At the beginning of the second year, or as soon after as possible, the applicant said it will institute "an incentive or bonus plan" wherein the employes will share in the profits.

Metropolitan said a minimum of 40% of the time will be devoted to non-commercial and public service programs.

"Middle commercials" on newscasts and "cowcatcher" and "hitchhiker" commercials will be excluded. Forums presenting opposing opinion will be broadcast at preferred listing times.

Metropolitan outlined plans for establishment of a non-profit organization—Metropolitan Foundation School of Radio—for development of talent. Plans call for a four-year and two-year course dealing in all phases of radio. A *Radio Workshop of the Air* will give the students opportunity to broadcast.

The applicant also plans to initiate a radio research institute to study economic, social, cultural, educational, political and religious influence of radio.

J. Mark Thompson, president of Metropolitan and owner of 6.25% interest, is a former reporter on the *St. Louis Star-Times* and the *New York Sun*. He was former program director of KMOX St. Louis and WEW of that city. John H. Scheele, an attorney, who has 31.25% interest, is vice president and treasurer of the applicant. Paul R. Richter of Bellville is vice president and secretary.

Metropolitan estimated construction costs at approximately $78,800, with monthly operating costs around $10,000.

"IT'S YOUR LOSS if you don't take 'em," says Arch McDonald, WTOP Washington sportscaster and Democratic nominee for Congress from Maryland, to Arthur Godfrey (seated). WTOP quartet, with which Arch hoped to collect $100 talent scouting fee for *Arthur Godfrey Talent Scouts*, includes (l to r, or bass to tenor): Engineer Don Saunders, Producer Lloyd Dennis, Announcer Ted Lingo, Sales Manager Maurice Mitchell. Did Arch get the money? Did Arthur relent? Listen in any Tuesday 8 p.m. (EST), CBS, and you'll still never find the answers.

Columbia Programs Tell Story of Atomic Energy

DESIGNED to give the American public the full story of atomic energy CBS today (July 22), starts a four-week series of daily programs *You and the Atom*, Mon. through Fri. 11:15-11:30 p. m., featuring Dr. Lyman Bryson, American educator and CBS counsellor on public affairs, to be heard on all broadcasts with authoritative speakers.

With Secretary of War Robert P. Patterson as first speaker addressing the nation from Washington, programs will present such personalities as Dr. Harlow Shapley, director of the Harvard College Observatory, Dr. J. R. Dunning, physicist of Columbia U., Norman Cousins, editor of the *Saturday Review of Literature*, Vice Admiral W. H. P. Blandy, and General H. H. Arnold.

3 R & R EXECUTIVES GIVEN PROMOTIONS

THREE Ruthrauff & Ryan executives last week were named vice presidents. Miss Reggie Morgan, head of the agency's radio commercial department, is the first woman to be elected vice president of R & R. She has been with the agency since 1934.

Michael F. Mahoney, elected vice president, is an account executive and a member of the plans board. He has been with the agency for the past year.

Bob Ballin, appointed vice president, is an associate director of the Hollywood radio office. His first assignment with R & R in 1942 was producer of the *Vox Pop* program and for the past two years he has been handling the Jack Benny show.

CFOR Orillia, Ont., is to join the CBC Dominion network for six hours daily effective August 1.

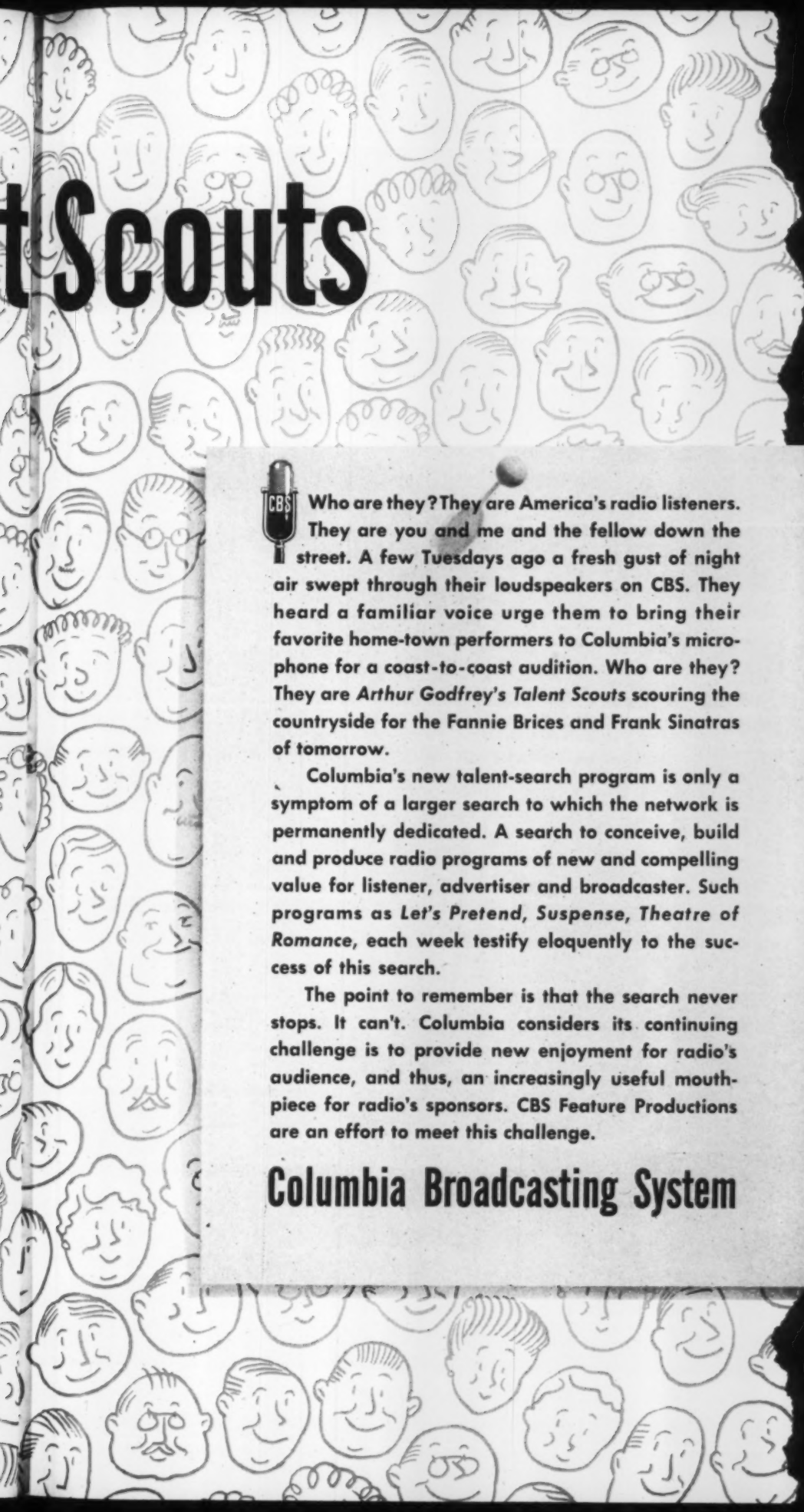
THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

85,000,000 Talent

t Scouts



Who are they? They are America's radio listeners. They are you and me and the fellow down the street. A few Tuesdays ago a fresh gust of night air swept through their loudspeakers on CBS. They heard a familiar voice urge them to bring their favorite home-town performers to Columbia's microphone for a coast-to-coast audition. Who are they? They are *Arthur Godfrey's Talent Scouts* scouring the countryside for the Fannie Brices and Frank Sinatras of tomorrow.

Columbia's new talent-search program is only a symptom of a larger search to which the network is permanently dedicated. A search to conceive, build and produce radio programs of new and compelling value for listener, advertiser and broadcaster. Such programs as *Let's Pretend, Suspense, Theatre of Romance*, each week testify eloquently to the success of this search.

The point to remember is that the search never stops. It can't. Columbia considers its continuing challenge is to provide new enjoyment for radio's audience, and thus, an increasingly useful mouthpiece for radio's sponsors. CBS Feature Productions are an effort to meet this challenge.

Columbia Broadcasting System

A PARTIAL GUIDE TO CBS FEATURE PRODUCTIONS

"CBS WEEKLY NEWS REVIEW"
Sunday, 2:30 to 3 p. m. E.D.T.

"VIVA AMERICA"
Sunday, 6:30 to 7 p. m. E.D.T.

"RICHARD LAWLESS"
Sunday, 8 to 8:30 p. m. E.D.T.

"MILTON BERLE IN KISS AND MAKE UP"
Monday, 9 to 9:30 p. m. E.D.T.

"THE JACK KIRKWOOD SHOW"
Monday, 9:30 to 10 p. m. E.D.T.

"THEATRE OF ROMANCE"
Tuesday, 8:30 to 8:55 p. m. E.D.T. (SOLD)

"ARTHUR GODFREY'S TALENT SCOUTS"
Tuesday, 9 to 9:30 p. m. E.D.T.

"NIGHT LIFE"
Tuesday, 10 to 10:30 p.m. E.D.T.

"THE WHISTLER"
Wednesday, 8 to 8:30 p. m. E.D.T.

"INTRIGUE"
Wednesday, 9:30 to 10 p. m. E.D.T.
(Starting July 24)

"SUSPENSE"
Thursday, 8 to 8:30 p. m. E.D.T. (SOLD)

"CRIME PHOTOGRAPHER"
Thursday, 9:30 to 10 p. m. E.D.T.
(SOLD, Starting August 8)

"THAT'S LIFE"
Thursday, 10 to 10:30 p. m. E.D.T.

"SWEENEY & MARCH"
Friday, 8:30 to 8:55 p. m. E.D.T.

"HAWK DURANGO"
Friday, 10:30 to 11 p. m. E.D.T.

"LET'S PRETEND"
Saturday, 11:05 to 11:30 a.m. E.D.T. (SOLD)

"DANNY O'NEIL AND GUESTS"
Saturday, 8:30 to 8:55 p. m. E.D.T.

"OKLAHOMA ROUND-UP"
Saturday, 10:15 to 10:45 p. m. E.D.T.

"CINDERELLA, INC."
Mon. through Fri., 3:30 to 4 p. m. E.D.T.

"WINNER TAKE ALL"
Mon., Wed., Fri., 3 to 3:30 p. m. E.D.T.

"GIVE AND TAKE"
Mon., Wed., Fri., 4:30 p. m., Sat., 10 a. m.
E.D.T. (SOLD)

AFN'S FOURTH YEAR OBSERVED IN EUROPE

IN A SPECIAL anniversary day broadcast last week, the American Forces Network celebrated the beginning of its fourth year of broadcasting in Europe. The network, on behalf of the millions of servicemen and women in Europe, thanked the stars of radio, stage and screen, the major radio networks and stations, who through Armed Forces Radio Service contributed to the morale of the men away from home.

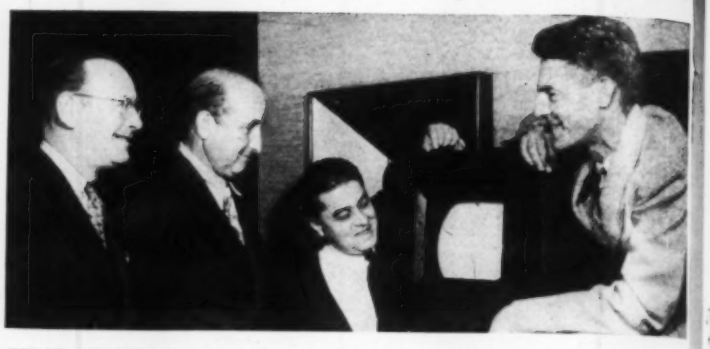
Starting operations on July 4, 1943, from a basement studio in London, AFN later grew to 50 low-powered transmitters in England, and branched out on the Continent following D-Day. In addition to permanent installations, AFN, during the war, had three mobile stations traveling with the First, Ninth, and Seventh armies.

Now comprising four studios and eight high powered transmitters located throughout Europe, AFN also has two 100,000 w medium wave transmitters and one 50,000 w shortwave transmitter.

Eversharp Wins Round 1 Of Reynolds Pen Suit

EVERSHARP Inc. has won round one in its suit against Reynolds Pen Co. for $1,000,000. An opinion handed down last week by Federal District Court Judge Paul Leahy, Wilmington, Del., denied a motion by Reynolds to dismiss a counterclaim by Eversharp which charges that Reynolds "misappropriated" a market for ball point pens expanded by Eversharp through promotional publicity.

Reynolds, represented by Thurman Arnold and J. Clair Killoran, is suing Eversharp on charges of violation of anti-trust laws. The trial is expected to begin at Wilmington in the fall.



FIRST NETWORK television broadcast in Chicago presented by WBKB under auspices of ABC drew praise from executives of both station and network. Examining set are (l to r): E. R. Borroff, vice president of ABC's Central Division; John Balaban, president of Balaban & Katz, owner of WBKB; Paul Mowrey, national director of ABC television, and William C. Eddy, WBKB director. ABC has added WBKB as its fifth video outlet and is currently televising wrestling and boxing matches.

WNAX YANKTON, S. D. has completed arrangements with the U. S. Weather Bureau to broadcast daily weather forecasts direct from the Weather Bureau station at Sioux City, Iowa, airport.

PARIS CONFERENCE REPORTERS CHOSEN

THE PARIS Peace Conference to be held starting July 29 with representation from 21 nations will be covered by the following correspondents from the four networks:

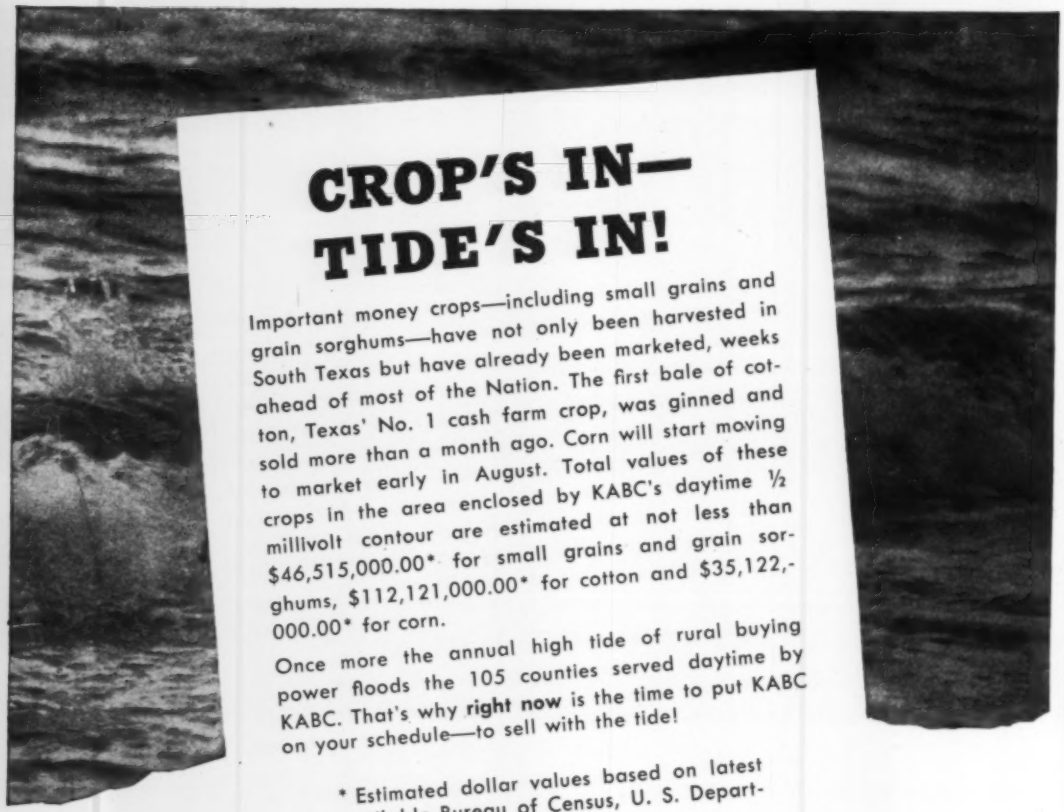
For CBS: Howard K. Smith, chief of the CBS European news staff; Don Pryor, CBS correspondent in Paris; Stephen Laird, newly appointed CBS correspondent; and Larry Leseuer, Washington correspondent.

ABC correspondents are: Drew Pearson, who will head the ABC delegation at the conference; Jack Hooley, ABC Paris correspondent, who will coordinate the news; Bella Spewack, ABC roving correspondent who has been in Europe covering the hunger situation, and F. H. LaGuardia.

Bill Cunningham, MBS Boston commentator, will cover the Conference for Mutual while NBC will be represented by the following: William F. Brooks, NBC vice president in charge of news and international relations, who will direct the coverage; Henry Cassidy, NBC European director; Richard Harkness, NBC Washington commentator; Merrill Mueller, London correspondent; Dr. Max Jordan, Berne correspondent; Roy Porter, Nuremburg correspondent; Paul Archinard, NBC Paris correspondent.

Rainier Dismissed

FCC last week dismissed application of Rainier Broadcasting Co., Inc., for a 50 kw station in Seattle, Washington. Applicant requested fulltime use of 1050 kc, class II clear channel assignment which is available for daytime use only in the U. S. with power not in excess of 1 kw. In dismissing application, Commission stated that applicant can refile in event FCC rules should be amended to permit operation in the manner proposed. WHN New York is dominant U. S. station on 1050 kc.


CROP'S IN—
TIDE'S IN!
Important money crops—including small grains and grain sorghums—have not only been harvested in South Texas but have already been marketed, weeks ahead of most of the Nation. The first bale of cotton, Texas' No. 1 cash farm crop, was ginned and sold more than a month ago. Corn will start moving to market early in August. Total values of these crops in the area enclosed by KABC's daytime ½ millivolt contour are estimated at not less than $46,515,000.00* for small grains and grain sorghums, $112,121,000.00* for cotton and $35,122,000.00* for corn.
Once more the annual high tide of rural buying power floods the 105 counties served daytime by KABC. That's why right now is the time to put KABC on your schedule—to sell with the tide!
* Estimated dollar values based on latest available Bureau of Census, U. S. Department of Commerce statistics.

50,000 WATTS, DAY
10,000 WATTS, NIGHT

Kabc
SAN ANTONIO

GENE L. CAGLE
President
CHARLES W. BALTHROPE
Station Manager
Represented Nationally
by
WEED & COMPANY

AMERICAN BROADCASTING CO. . . . . TEXAS STATE NETWORK

Popularity... of a radio station is as perceptible as that of an individual. In Detroit, the esteem in which WWJ is held by the community clearly reflects its popularity. For over a quarter of a century, this market of millions has lauded WWJ's progressive policies and public services, and applauded WWJ's variety of programs and personalities. Because they like, they listen . . . a fact evidenced by the results which WWJ obtains for products advertised on it.

AMERICA'S PIONEER BROADCASTING STATION—*First in Detroit*

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ

950 KILOCYCLES
5000 WATTS

NBC Basic Network
Associate FM Station WENA

OWNED AND OPERATED BY **THE DETROIT NEWS**

Sorry, we'd like to have Betty Garrett answering our telephones, but she's featured in the Broadway show "Call Me Mister." The big radio feature in Philadelphia is WIP.

Want the features about our 14,000 square mile listening area comprising 8 million prosperous people? Call me . . . Mister!

WIP—FM
WIP
5000 WATTS IT'S MUTUAL
610 ON DIAL

REPRESENTED NATIONALLY BY **GEO. P. HOLLINGBERY CO.**

TQN

(Continued from page 28)

the qualifications of Dr. Rainey, rather than the FCC.

Lieut. Gov. John Lee Smith, seeking promotion to Governor in the primary, said he was satisfied with having equal time on the air but believed radio stations should reduce rates for political broadcasts.

Under cross-examination Dr. Rainey said he wanted time on a series of dates and that an offer to allow him some of the dates was not acceptable. Examiner James D. Cunningham blocked efforts of Dr. Rainey's counsel to review the two-year old U. of Texas controversy, in which Dr. Rainey was discharged as president.

'Dangerous Proceeding'

Paul Segal of Segal, Smith & Hennessey, Washington law firm representing WBAP, injected a humorous tinge. As the hearing opened he strode in, a few minutes late, handed toy fishing rods to Mr. Allred and Leonard Marks of Cohn & Marks, Washington, counsel for Dr. Rainey.

He branded the hearing as a "most dangerous proceeding," declaring "here we have a Federal agency concerning itself with the editorial policies of newspapers. Herein the FCC exposes itself to criticism as possibly encroaching on freedom of the press," he continued.

Noting the speed with which the Commission acted in ordering a hearing, Mr. Segal commented: "If a person were of a low or suspicious mind, one might try to put some political implication on it." The FCC designated Dr. Rainey's complaint for hearing in Dallas on July 2, only a day after complainant's petition was filed [BROADCASTING, July 8].

Philip G. Loucks of Loucks & Scharfeld, Washington, appeared for WFAA. Col. Frank W. Wozencraft of Case & Wozencraft, Washington, was counsel for KPRC. LeRoy G. Denman, San Antonio, appeared for WOAI. Representing the Commission was John Evans McCoy.

Canadian Plans

CANADIAN Dept. of Finance is now readying plans for a national campaign for the Canada Savings Bond, successor to the Victory Loan Bonds. Campaign will use radio, but not on as elaborate a scale as during the wartime campaign. Five advertising agencies are handling over-all advertising. Bond drive will be held late in October or early November and radio campaign is expected to start some weeks previous to the drive and last through the campaign. All Canadian stations are to be used.

WHA Plans Public Service Institute

July 29-Aug. 9 Dates Set For Madison Sessions

WHA, U. of Wisconsin station at Madison, will be host to broadcasters and educators July 29 - Aug. 9 at the Public Service Radio Institute to be conducted on the university campus, H. B. McCarty, WHA director, announced last week.

Among subjects for discussion will be: FM planning, public service programming; school-community relations; listener reactions; production and writing techniques; staff training; school radio workshops; local station responsibilities, and talent resources.

Speakers scheduled include Franklin Dunham, radio chief of the U. S. Office of Education; FCC Commissioner Clifford J. Durr; Erick Barnouw, writer and director; Andrew Allen, CBC drama supervisor; C. M. Jansky Jr., Washington radio engineer; Donovan Rowse, BBC representative, and William B. Levenson, Cleveland schools radio supervisor.

Reservations for the Institute may be had by writing to Mr. McCarty, Radio Hall, U. of Wisconsin, Madison.

* * *

Electronic Lectures

U. S. Dept. of Commerce Thursday presented the third of its lecture series on electronics with John J. Kelleher, engineering and technical service office of the chief signal officer, War Dept., as speaker on last week's program. His subject was "Very High Frequency and Microwave Communications Systems."

The lecture series, which began June 27 and will continue each Tuesday at 3 p. m., until Oct. 3, is held in the Commerce Auditorium, Washington, D. C., as an in-service training program for government scientific personnel.

WE-DO McKeesport, Pa. Starts Operations Today

WE-DO McKeesport, Pa., independent, was to go on the air today, according to Ed Hirshberg, president of Tri-City Broadcasting Co. Station operates with 1 kw on 810 kc daytime. WE-DO is Raytheon equipped. Joseph Hershey McGillvra is national representative. The station specializes in news and music, and subscribes to World Wide Features.

Mr. Hirshberg is a former Marine captain. Jan King, formerly with the engineering department of NBC New York and later manager of WMFF Plattsburg, N. Y., has been named general manager. Warren Wright, formerly of Philco Television and ABC New York, is commercial manager. William Chambers, ex-NBC New York and Don Lee-Mutual Hollywood employe, is program director.

"Miss" KGW
"WHEN IT COMES TO DOING THINGS FIRST, KGW LEADS IN PORTLAND."
KGW-FM
FIRST
"MAY 7, 1946 WAS THE BRIGHTEST DAY ON KGW'S CALENDAR OF FIRSTS. KGW-FM WENT ON THE AIR..... THE FIRST FREQUENCY MODULATION STATION IN THE NORTH-WEST..... WITH A WAVE-LENGTH OF 95.3 MEGACYCLES."
KGW-FM ON THE AIR
"IT WAS BACK ON MARCH 24, 1922 THAT KGW SENT IT'S FIRST SIGNALS OVER THE AIR..... THE FIRST COMMERCIAL STATION IN OREGON. A YEAR LATER KGW AIRED PORTLAND'S FIRST REMOTE BROADCAST."
"KGW'S GROWTH AS A STATION HAS MATCHED PORTLAND'S DEVELOPMENT AS A CITY. IN 24 YEARS OF OPERATION KGW HAS GAINED A LISTENING AUDIENCE IN EXCESS OF ½ MILLION. PORTLAND HAS BECOME THE NORTHWEST'S LEADING TRANS-PORTATION, LUMBERING AND POWER PRO- DUCING CENTER."
The Oregonian
POPULATION AT HIGH LEVEL
BANK DEPOSITS RISE
PORTLAND NATION'S 4TH PORT
"WITH FM, KGW RECEPTION DISTANCE IS INCREASED AND PROGRAMS ARE GIVEN GREATER CLARITY, THE PRESENT 250 WATT TRANSMITTER WILL SOON BE REPLACED WITH A 10 KILOWATT TRANSMITTER."
"YES, SIR. KGW DELIVERS A HIGHER RATING THAN THE PACIFIC COAST AVERAGE ON BOB HOPE, FIBBER McGEE, MR. D.A., ABBOTT & COSTELLO GILDERSLEEVE, TRUTH OR CONSEQUENCES, AND BOB BURNS AMONG OTHERS!"
ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

New Canadian Year Book Off Presses in Toronto

CANADA'S first annual radio directory, the *Canadian Radio Year Book*, has been released. Volume, bound in leatherette, includes the copyright section, "Who's Who in Canadian Radio" with 1,591 biographies and various directories on Canadian radio and allied industries.

The 247-page book is available at $5 each through the following: the publication's offices at 109 Laird Drive, South, Toronto 12; Mac Shoub, Vickers & Benson, Montreal; Gerard Delage, 245 Kensington St., Westmount, Montreal; Bob Morrison 543 Seymour St., Vancouver, B. C.

Editor of the *Year Book* is Hugh Newson, Toronto newspaperman with some years in radio.

IMPORTED from England, this new self-powered portable recording machine is tested at WOR New York by Dave Driscoll (l), director of WOR news and special features, and Charles Singer, assistant chief engineer. Power of the 34-pound recorder is supplied by spring-wound motor

Permit for New Lab

PERMIT granted Friday to Jansky & Bailey, consulting engineers, by Civilian Production Administration for alterations to building at 1339 Wisconsin Ave. NW, Washington, to cost $49,000. Firm is now conducting research in temporary site at 1226 Wisconsin Ave., where special war projects were undertaken. Firm will do Government research jobs and develop measuring gear at new laboratory which will have shielded and screened rooms, air conditioning and air filtering.

Seeks Reductions

NEGOTIATIONS for reduction of current line charges between the U. S. and Anchorage, Alaska, are underway between KFQD Anchorage and the Alaska Communications System in Seattle. The ACS is recommending to the Chief Signal Official that charges be cut from $2 per minute to $18 per fifteen minutes. KFQD is represented in the U. S. by Pan American Broadcasting Co., New York.

HORSES
350 in One Night Stand At WGH

LOU BRAUM, transmitter operator, and Charles Runyon, chief operator of WGH Norfolk, Va., have graduated to the ten-gallon hat department after the midnight adventure of a fortnight ago.

Some 350 horses awaiting UNRRA shipment broke loose at the bewitching hour and undertook a swift tour of Norfolk's Jefferson Ave., main highway leading to the ferry docks, Chesapeake Bay and the WGH transmitter site. Finally headed off, the horses were herded by the station operators, police and workmen into the WGH "corral," a white-fenced two-acre enclosure about the WGH plant.

The four-footed guests would have settled down immediately to munching on the lush verdant lawn and shrubbery if it hadn't been for the throngs of spectators and their lights, horns, whistles, sirens, etc. Especially the celebrant on a nearby yacht who was equipped with firecrackers and a spouting Very pistol. So for a while things kept lively as the horses stampeded wildly round and round the enclosure as though performing for Paramount or a wild west rodeo.

By 5 a. m. things had quieted down and a host of workmen carefully moved the herd back to the stockyard. Charley Runyon finally could go home and he did, sleepily observing that next year the white fence would enclose lush verdant lawn and shrubbery.

HISTORY OF RADIO COMPLETED BY KMBC

KMBC Kansas City's historical record of radio's early years, *First Quarter Century of American Broadcasting*, is now completed, at a cost estimated by the station at approximately $10,000. Over 300 stations, networks, industry leaders and others contributed to the 300-page volume, published by Midland Publishing Co., Kansas City. Editor is E. P. J. Shurick, KMBC promotion and press relations director.

The station has sent a letter from KMBC President Arthur B. Church to all American radio stations inviting them to distribute copies within their own service area at cost. The special price to broadcasters for distribution is $2. It is in publisher's hands for delivery in the fall.

Book contains 16 chapters including "radio firsts," public interest stories, war service, woman's role in radio, and over 40 photographs. It is of text book quality, printed on English finish book paper, cloth bound with gold stamping.

CFOS, CJEM Changes

CFOS Owen Sound, Ont., has been authorized to increase power from 250 w to 1 kw and CJEM Edmundston, N. B. is changing from 1240 kc to 1230 kc, according to H. N. Stovin & Co., Toronto station representative.

Magic Valley
Produces Magic Results

Four times the quantity of crops and four times as much money! Sounds fantastic, and to anyone else but a Valley farmer, it would be impossible. Down here we have a perfect climate and a rich delta soil, so it is easy to grow a combination of citrus fruits, cotton, and vegetables the year 'round. Instead of one season, we have four! Money . . . our effective buying power is $650.00 per person, or a total of 165 million dollars. The results produced by KRGV are equally astounding. That, too, is easily explained . . . it's the only network station to be heard throughout Magic Valley at all times.

AFFILIATED WITH
TAYLOR HOWE SNOWDEN
Radio Sales

1290 ON THE DIAL
KRGV
WESLACO TEXAS
THE MAGIC EMPIRE OF THE RIO GRANDE

affiliated with
NATIONAL BROADCASTING LONE STAR CHAIN
1000 WATTS

SERVING THE "CITY" WITH A MAIN STREET 65 MILES LONG

LOOK TO GATES for LEADERSHIP...LOOK TO G
for LEADER... TO GATES for LEADER
GATES ...ERSHIP...LOOK TO GA
TO ...O GATES for LEADERSH
...TO GATES for
...EADERSHIP...LOC
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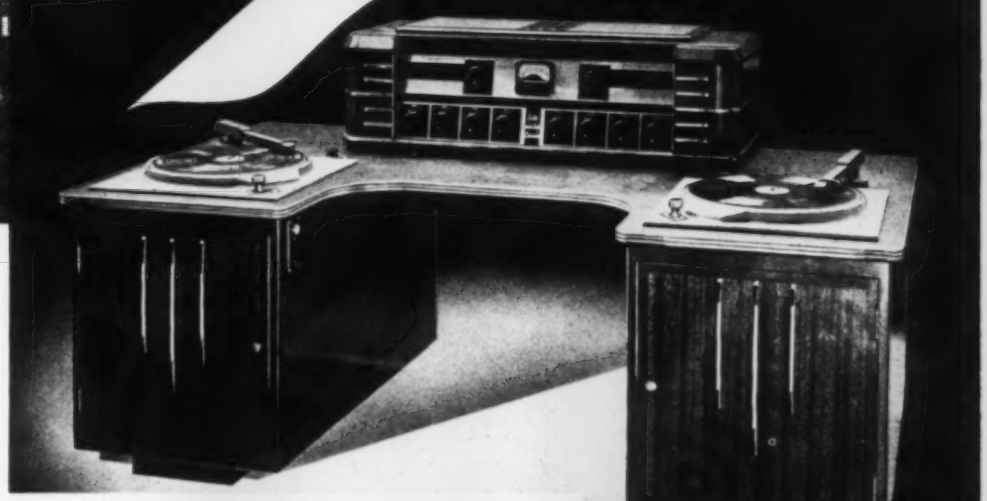
LOOK
LEADERSHI
GATES for
LOOK TO

for GREATER EFFICIENCY...
for "FINGER-TIP" CONVENIENCE...
in
STUDIO CONTROL

FOR... EYE... APPEAL



INSTALL THE GATES CB-4 DESK

It's new... and provides in one co-ordinated Unit a versatile, efficient Speech Input Console and 2 Transcription Turntables for split-second handling of re-broadcasts with greater convenience and ease of control. Table is styled in the modern manner of fine hardwoods to harmonize with any type installations. Adaptable to any medium or small size Station.

30 SERIES CONSOLE—provides 5 microphone channels, 2 transcription control channels, 1 channel for remote control. Six remote lines and two network lines are also accommodated. Power supply is installed in end compartment of Desk. This is a fine Unit with many other special features.

TRANSCRIPTION TURNTABLES—improved Gates CB-11s, installed at either end of Desk offered in your choice of "lateral" or "vertical-lateral" pickups. Accommodate any standard size recordings on either 33⅓ or 78 R. P Ms. Properly designed Filters are installed to work with standard or orthoacoustic recordings.

DESK—Beautifully made for showmanship with end compartments constructed to mount any standard 19-in. panel equipment. Backs may be removed for examination of equipment when desirable. Compartments may be employed for filing transcriptions, etc. The CB-4 DESK is available with suggested equipment as shown, all wired for use when shipped. For any other requirements to suit your special needs, our engineers are available to discuss these needs.

Turntable equipment is conveniently located in the CB-4. The "On-and-Off" Switch and Pilot Light are just inside the kneehole for finger-tip control, as shown.

(Write for detailed specifications)

NEW YORK OFFICE:
9th Floor • 40 Exchange Place

GATES RADIO CO.
QUINCY, ILLINOIS

SOLD IN CANADA BY:
Canadian Marconi Co., Ltd., Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT... SINCE 1922

AUDIENCE RESEARCH PLANNED BY IOWA U.

A BUREAU of audience research, with Professor Norman C. Meier as acting director, will be established this fall under the auspices of the U. of Iowa School of Journalism, it was announced last week by President Virgil M. Hancher.

MR. MEIER

Bureau is the outgrowth of a study of radio news undertaken last winter by the university in cooperation with WMT Cedar Rapids-Walterloo. Bureau's purpose, it was stated further, will be to make available to that part of the country the scientific techniques of audience research that heretofore have been used chiefly in cities in the east.

Professor Meier has been associate professor of psychology in State U. of Iowa since 1929. He has been visiting research expert for Young & Rubicam agency, a consultant to the Gallup Poll and the Iowa Poll, and this summer will be a participant in the Colorado colloquium on the measurement of public opinion. He is also the author of several books.

Associated with him in the bureau will be several research assistants. There will be an advisory committee from the campus and another representing leaders and research experts in radio and publications.

DON LEE Broadcasting System, Hollywood, with lease extended for one year, will continue to operate from 5515 Melrose Ave., according to Lewis Allen Weiss, vice president and general manager. During that time network hopes to complete projected $1,500,000 radio-FM-television studios and executive building at Vine St. and Fountain Ave. Present headquarters are owned by RKO Radio Pictures Inc.

ALL SIGMA NU fraternity brothers, Governor John C. Vivian of Colorado (l) extends thanks to Orchestra leader Johnny Long for plugs for the state which the latter included on his CBS broadcasts from Lakeside Park, Denver. Hugh Terry, manager of KLZ Denver, looks on. In addition to wearing the same key, all three were musicians with their own orchestras in school: Gov. Vivian at Colorado School of Mines, Mr. Long at Duke U. and Mr. Terry at U. of Missouri.

ADVISORY COUNCIL NAMED FOR NARNE

A SEVEN man advisory council has been named for the newly-organized National Association of Radio News Editors, according to John F. Hogan, acting director and news editor of WCSH Portland, Me. Council will formulate a tentative constitution and by-laws for presentation at the first annual convention in the fall.

Members of the council are: John E. Murphy, (chairman), news editor of WCKY Cincinnati; Milo G. Knutson, news editor of KFBI Wichita, Kans.; Frank Hubbs, news editor of WMAZ Macon, Ga.; Jack Shelley, news editor of WHO Des Moines; Gil Kingsbury, head of the Washington news bureau of WLW Cincinnati; Paul King, news editor of KARK Little Rock, Ark.; Leslie N. Ford, news editor of WKBW-WGR Buffalo, N. Y.

Serving with Mr. Hogan on the NARNE executive committee, which is selecting date and place for convention, are Al Gordon of KFWB Hollywood; Sig Mickelson of WCCO Minneapolis; Tom Eaton of WTIC Hartford, Conn.; Soren Munkhog, WOW Omaha.

WFAH Converts House To Studios, Apartments

OVERCOMING the CPA construction barrier, WFAH, Alliance, Ohio, FM station is moving its studios—and part of the staff—into the home of the late A. J. Hoiles, father of the station owner, A. J. Hoiles, owner of Review Publishing Co. Station expects to be on the air late this year, on 104.7 mc, using a 250 w General Electric transmitter. First floor will house studios, control and transmitter room, lobby, and offices. Ground floor of the two-car garage will be converted into a workshop, music library, recording room and announcers' lounge. Second and third floors of the residence, and second floor of the garage are being turned into apartments for the staff, most of whom are ex-GI's.

The 200 foot supporting tower for the two-bay circular FM antenna, rises out of the trees a short distance from the converted station. Supporting tower was purchased from the Truscon Steel Co., Youngstown, Ohio. Station will use leased UP wire and the transcription library of World Broadcasting System. WFAH will start on a 16-hour broadcast schedule. Paul W. Reed, former news editor of *Alliance Review*, and ex-major in Army Ordnance, is station manager.

WOR Sales Up

WOR New York sales figures for this June topped the best previous June total by more than 12½%, it was annonuced last week by R. C. Maddux, vice president of the station, who refused to release actual figures.

WHO'S BOSS OF CHEVROLET'S ADVERTISING PLANS?

"*TOM KEATING, Chevrolet sales chief has decided . . .*" are words that usually precede any story about where the Chevrolet advertising dollar is going to be spent. On our subscription list it reads: "*Thomas H. Keating, General Sales Manager, Chevrolet Motors Division.*" This name is typical of the thousands of top sales executives who read *Sales Management* and use its exclusive marketing information in their selling and advertising plans.

For an idea of what the General Sales Manager of Chevrolet has been doing about advertising, let's look at some recent clippings from C. M. Sievert's advertising column in the New York World-Telegram.

Tom Keating, Chevrolet's sales chief, has decided on a television program with American Broadcasting, using the Dumont studios for four weekly programs here. . . .

T. H. (Tom) Keating, Chevvie's sales chief, gathered the press about him at the Waldorf and said unmincingly that in the most competitive market that faces the auto industry in the not too distant future, Chevrolet, which in its pre-war heyday shelled out 11 million dollars a year in promotion, would be an aggressive advertiser again.

At the press luncheon yesterday, Tom Keating took occasion to pay tribute to the vital role that the agency has assumed in the company's merchandising and brought with him Campbell-Ewald's Henry G. Little, executive vice president, and Joe Hartigan, media ace. He also presented Charles J. French, newly appointed ad manager.

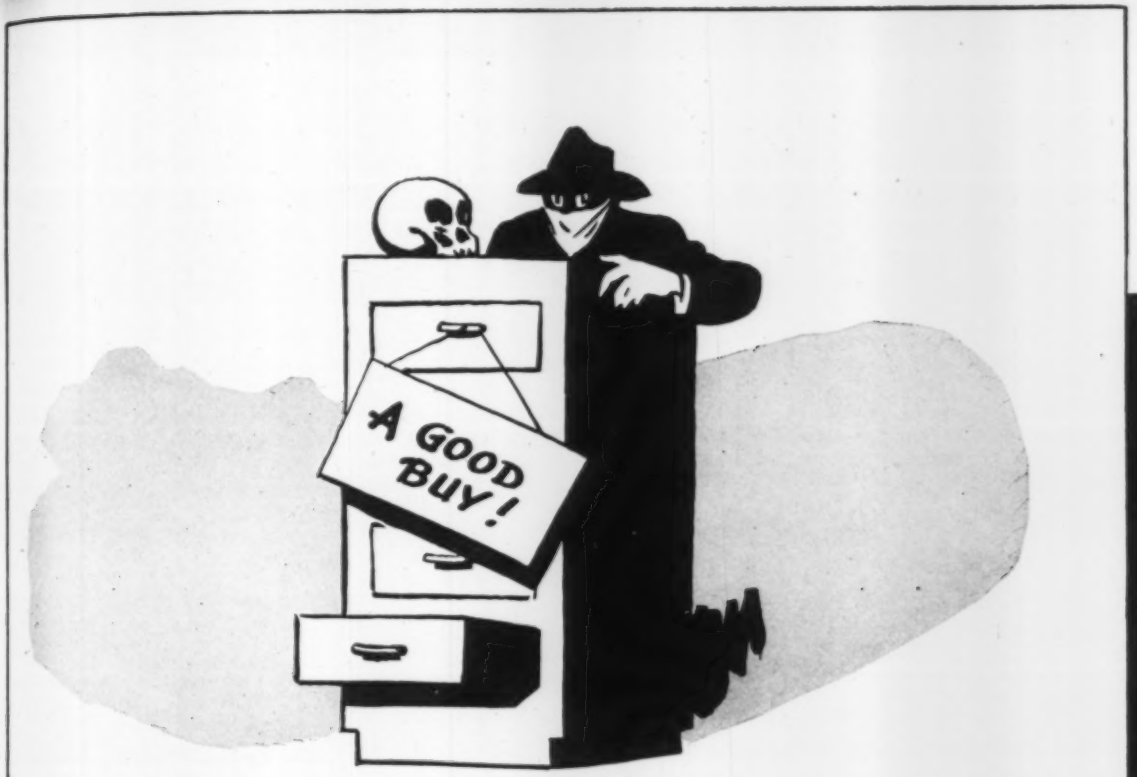
Remember: Your *one sure path* to the sales manager's desk is a consistent advertising campaign in *Sales Management*, the only publication specifically edited for the sales executives of national advertisers . . . the magazine with more sales managers among its subscribers than *all* other publications in the sales-advertising field *combined*.

"IT'S SM 4 TO 1"

Say the Nation's Leading Media Buyers

Sales MANAGEMENT 386 Fourth Ave., New York 16, N. Y.

333 North Michigan Ave., Chicago 1, Ill. • 15 East de la Guerra, Santa Barbara, Calif.



CRIME FILES OF FLAMMOND . . . .

CASE HISTORY

AGE: On WGN continuously since January, 1944.

RATING HISTORY: An average Hooperating of 6.7.

TIME PERIOD: The definitely desirable 9:30-10:00 p. m. spot on Thursday evening.

PLOT: To get an established show in a good time period on an outstanding radio station to assure sales impact.

KEY TO SOLUTION: A WGN sales representative. You'll be agreeably surprised at the cost of this excellent Chicago-produced program.

A Clear Channel Station . . . . . .
Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.

MANAGEMENT

E. M. STOER, vice president of Hearst Radio Inc., has assumed the duties of general manager of the corporation following the resignation of **LEONARD KAPNER**, who will confine his activities to the general managership of WCAE Pittsburgh.

CHARLES KINSLEY, former program director of KVCV Redding, has been appointed manager of KYOS Merced, Calif. He succeeds **MEL MARSHALL**, who resigned to form his own enterprise.

BRIG. GEN. DAVID SARNOFF, RCA president, is on a business trip to London and the Continent. General Sarnoff expects to be in Europe for at least a month.

GEORGE CHANDLER, owner of CJOR Vancouver, B. C., on occasion of the visit of **EDDIE CANTOR** and **ALAN YOUNG** to Vancouver in connection with the city's Diamond Jubilee celebrations, gave a dinner to Vancouver's civic officials and the guests. Mr. Young started his radio career at CJOR, entered American networks by replacing Mr. Cantor on a summer program several years ago.

SEN. A. J. LEGER of the Canadian Senate and vice president of CWCW Moncton, N. B., has married Mrs. Mary Bergolus of Moncton.

COL. HAROLD W. KENT, director of the Chicago Public Schools Radio Council and WBEZ, is to leave Aug. 1 for Honolulu to assume the presidency of Kamehameha Schools. During the war he was member of the General Staff Corps in Washington, in the office of the Chief of Staff, and was in direct charge of the War Dept.'s plans for universal military training. Prior to that he acted as director of the editorial section under **COL. ED. M. KIRBY**, then chief of the Radio Branch, War Dept. Bureau of Public Relations. Colonel Kent before the war had founded the Radio Council of the Chicago Public Schools and had laid the ground work for the installation of WBEZ. He also was one of the founders and president of Association for Education by Radio.

Col. Kent

WILLIAM B. RYAN, general manager of KFI Los Angeles, has been appointed to executive committee of Clear Channel Assn., Washington, D. C. His appointment increases committee to six members, others being: **EDWARD W. CRAIG**, president, and head of WSM Nashville; **MARK ETHRIDGE**, WHAS Louisville; **JAMES D. SHOUSE**, WLW Cincinnati; **HAROLD V. HOUGH**, WBAP Ft. Worth; **JOSEPH O. MALAND**, WHO Des Moines.

Mr. Ryan

ED. JANSEN, West Coast broadcaster and until recently station relations representative for the Pacific area for United Press, is general manager of the new KBIO Burley, Idaho, which expects to begin operation about August 1.

PAUL ROSCOE, manager of KRES St. Joseph, Mo., has been named business manager of the Moila Shrine Chanters, uniformed body of the Shrine, **DWARD A. MOORE**, KRES program manager, has been named music director of the Chanters. Mr. Moore also has been appointed chairman of the Junior Chamber of Commerce radio programs and publicity committees.

DOUGLAS SILVER, president of Indian River Broadcasting Co. and manager WIRA Fort Pierce, Fla., has been chosen by the local Veterans of Foreign Wars post to receive that organization's annual citizenship medal. Presentation will be made at civic ceremonies on July 25.

Hooper Outlines Plans For Better N. Y. Service

PLANS for expansion of the Hooper service to the New York radio stations were outlined last week by C. E. Hooper, president of C. E. Hooper Inc., New York, at a meeting of representatives of New York radio station management held at the Hotel Roosevelt, New York.

A combination of the coincidental telephone and the family-listening diary technique, Mr. Hooper reported, will afford qualitative as well as quantitative measurements. "The plan presents for the first time a rating projectable to all radio homes in the New York station service area," Mr. Hooper said. A participation plan was presented at the meeting by which all New York radio stations could subscribe, with subsequent meetings contemplated in the near future.

MINDERMAN NEW DENNY ASSISTANT

EARL MINDERMAN, former FCC Director of Information, last week was named assistant to Acting Chairman Charles R. Denny Jr. He succeeds Walter E. (Red) James, who was appointed assistant to the General Counsel [BROADCASTING, July 15].

Mr. Minderman

Mr. Minderman served as Director of Information from August 1943, until the return of George O. Gillingham to the post after Army service July 1. Prior to his association with the Commission he was director of the Division of Research and Information of the Bureau of Motion Pictures, OWI.

Mr. Minderman was born in Port Clinton, Ohio, on March 6, 1902. He attended Ohio State U., majoring in journalism. Completing college, he joined the editorial staff of the *Columbus* (Ohio) *Citizen*, later transferring to the *Toledo* (Ohio) *News-Bee*. Mr. Minderman was known also for his comments and newscasting on WSEN Columbus, now WCOL.

Shortly after its inception, Mr. Minderman was named State Information Director of WPA for Ohio, later heading the national bureau of that office.

Mr. Minderman is married and has one daughter, Mrs. C. E. Flick, a National Health Institute bacteriologist.

P-D FOR VIDEO
Black-and-White Ready, Says St. Louis Paper

COMING OUT strongly for black-and-white television, the St. Louis *Post-Dispatch* last Tuesday in an editorial said "black-and-white supporters already have won." KSD, the *Post-Dispatch* station, is to have a video station on the air by next March (see story page 37). "American industry has never held up progress for lack of perfection; it has produced, perfected and overcome obsolescence in a steady advance," the editorial says.

The editorial goes on to point out drawbacks of color television, costly equipment, necessity of line of sight, and others. "But the main consideration is that black-and-white television is ready to go," says the *Post-Dispatch* ". . . the Louis-Conn fight proved this. . . . The FCC's decision for immediate introduction of television heralds an impressive addition to our economy, and a new means for mass entertainment and information."

ANOTHER package show featuring scripts of famous broadcasts written by such writers as Stephen Vincent Benet, Norman Corwin, Arch Oboler, William Robson, Orson Welles, etc., called "The World's Best Broadcasts" is being offered to agencies by the Milton E. Krents Assoc., New York.

NOTHING TO CHEER ABOUT IN YEAMAN (Ky.)!

If you should hear a short cheer going up for Yeaman (Ky.)— you could be sure it wasn't over that little settlement's buying power. No sir! When it comes to buying power, *most* of the screaming and hollering in Kentucky is for WAVE's Louisville Trading Area — where there's more business, more industry and more downright *prosperity* than exists in all the rest of the State combined. If you still want Yeaman — well, what ARE the names of some of them 50,000-watters around here?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

$8500.00
F.O.B. PASSAIC, N. J.

HERE COMES

PRINTED-AND-ILLUSTRATED RADIO

The new Finch Telefax Facsimile Broadcasting Equipment embraces every new development of Finch experience and research — backed by more than 100 issued patents and many others pending.

Assembly shown above consists of a monitor control desk flanked by two transmitting scanners, which assure a continuous flow of program material through the transmitter.

Operation is simple, reliable, time-saving, with automatic copy loading controlled by push button, and automatic return of scanner carriage at end of each page. The extra recorder on the control desk provides a file copy of the program.

The Finch sales contract carries with it complete license benefit and rights under the more than 100 facsimile patents and applications owned by Finch for the use of Finch Facsimile equipment. Orders are now being accepted for fall deliveries. And the cost is much less than some estimates have been. Write for full particulars.

self-synchronizing
finch facsimile

FINCH TELECOMMUNICATIONS, INC.
10 EAST 40th STREET, NEW YORK 16, NEW YORK
Also manufacturers of Finch ROCKET Antennas for FM Stations.

ANOTHER WCKY

On May 13, 1946, the London Specialty Company started a 1-minute announcement, once each night Monday thru Friday, on WCKY's Jamboree selling a sewing machine attachment for $1.00.

On 25 announcements from May 13 to June 14 mail orders totaling 5,387 were received from 24 states and Canada. 92% of the mail was received from 10 states and 21 counties in WCKY's "*Night Time Intense Listening Area*"

These 25 announcements resulted in 5,387 pieces of mail with more than $5,387.00 in actual sales. This is only one example of the many successful stories of WCKY.

WCKY

THE *L. B. Wilson* STATION

FIFTY THOUSAND WATTS OF SALES POWER

SUCCESS STORY

minute an-
Jamboree,

5,387 were
ed from the
re"

more than
any success

MAIL BREAKDOWN 25 LONDON SPECIALTY ANNOUNCEMENTS MAY 13 TO JUNE 14, 1946

STATE	MAIL	% OF TOTAL
Ohio	745	13.85
Kentucky	552	10.25
Indiana	138	2.56
Alabama	412	7.66
Georgia	540	10.01
Tennessee	382	7.10
Virginia	543	10.10
West Virginia	443	8.22
Florida	138	2.56
Mississippi	49	0.91
North Carolina	774	14.30
South Carolina	404	7.50
Additional Area:		
Michigan	44	0.82
Maryland	61	1.14
Pennsylvania	82	1.53
Total	5,387	100.00%

ASK
FREE & PETERS
FOR DETAILS

Editorial

Off Standard

BIGGEST business in radio today isn't FM or television. It's the licensing of new AM stations—most of them 250-w locals or daytime outlets. Since Jan. 1, the FCC has authorized some 225 new standard stations with the total number eclipsing 1200—far more than the standard band can accommodate without limitations to local and regional service.

People are interested in FM. There are some 500 conditional grants and another 150 which have received engineering approval; more than 125 in hearing and nearly 300 pending. But it has been found that most of the newcomers in FM look to AM to "pay the freight" until FM reaches maturity. Hence the influx of AM applications and the wholesale licensing, even though the Commission must recognize that many of the newcomers won't be able to stand the financial gaff when normal economy is resumed.

Now we have another danger sign in AM—the medium which the FCC says ultimately will be supplanted by FM. Proposals have been drafted by the Commission's engineers, to revise engineering standards for AM allocations.

Application of these new standards would result in whittling away service areas, increase interference and make the sky the limit in granting new applications. These hazards, engineers contend, are tucked away in the innocent-sounding phraseology of the proposed standards.

Under present rules the Commission protects existing stations in accordance with long-established standards. (For instance, the daytime 0.5 millivolt contour of all stations should not be infringed upon by a new applicant. At night a Class III A regional station is entitled to protection to the 2.5 millivolt contour, and other values apply in the case of clear channel and local stations.) Although on occasion the Commission has found it expedient to violate these standards, the specific protection limitations generally have been a bulwark in protecting the service areas of existing stations against serious interference by newcomers.

Under the proposed standards, on which engineering conferences were held last week, the Commission is considering what would amount to complete abandonment of protected contours. Instead, a method is proposed to compare loss of service by an existing station with the new service of a proposed station. Then, "in making such a comparison the Commission will give full consideration to the number of other signals available in the area proposed to be served and the area in which service of the other station is curtailed."

It isn't difficult to deduce how such "flexible" standards might be used to grant the application of a "deserving" applicant even though the service of a long-established station would be seriously curtailed.

It's hard for us to fathom why the FCC should bother about revised AM standards at all when its membership is convinced that FM will overtake AM and render it obsolete.

Unclear Thinking

FOR SOME weeks there has been in progress on the Washington front a battle of the behemoths on the fate of international broadcasting—whether it should be continued under Government auspices or turned back to private licensees. William Benton, Assistant Secretary of State in charge of the hungover wartime activities of OWI and OIAA, won a smashing victory in getting Congress to restore the full $19,285,000 appropriation for the Department's Office of International Information and Cultural Affairs, thus assuring continued operation under State Dept. auspices of the nation's shortwave outlets, by lease from the licensees.

It was only a 75% victory, however, since the State Dept. acquires the legislative right to use only three-quarters of the program time of these stations, with the balance available to the licensees themselves. That compromise provision, won by dint of the strenuous battle of World Wide Broadcasting Foundation of Boston, may prove to be the wedge which will safeguard all radio from ultimate trouble. It keeps private licensees in the international broadcasting business, if only on a token basis.

We think, as do others who have sat on the sidelines, that the acquiescence of the shortwave licensees to the State Dept. proposal was short-sighted and ill-advised. During actual wartime when security factors were involved, Government control of programming for foreign consumption certainly was justified. But with the termination of hostilities there is no reason why a democracy should not be able to devise an operations plan wherein Government would acquire time through purchase from private licensees, with the licensees resuming responsibility.

If it is the economic factor that has concerned the licensees, then those companies have forgotten the early days of commercial radio and have diluted their concepts of a free American Plan radio system. That holds whether it is shortwave or mediumwave or longwave; AM, FM, television or facsimile. Commercial sponsorship of international broadcasting may not pay off immediately. When commercial broadcasting really got under way in 1926, the principal operators were the set manufacturing companies. NBC was launched by its parent RCA to establish a market for its receivers; not with the thought of reaping a profit from program sponsorship. Manufacturers were willing to create a market for their profits.

In the "One World" fervently hoped for, there will be globe-wide markets for American goods. RCA and Westinghouse and GE and Crosley are among the international licensees who are identified with the export field. Certainly Ford and International Harvester and United Fruit, and even Lever Bros. and Procter & Gamble and Eastman Kodak and all others who distribute in other countries could be interested in the institutional and brand-name identity they could acquire via shortwaves.

Those interested in a free American radio *all the way* can find solace in the 75% limitation as a foot-in-the-door toward ultimate recapture of full American Plan operation. Perhaps, too, there is another technical door-stop. The war, we understand, hasn't yet been decreed as officially over!

Our Respects To —

DOROTHY SCHIFF and THEODORE OLIN THACKREY

THIRTY YEARS AGO Theodore Olin Thackrey, a Kansas City boy, was selling newspapers in his home town, and Dorothy Schiff, daughter of a respectably wealthy New York family, was attending the fashionable Brearley School. Last week the two of them, occupying twin offices in a lower Manhattan penthouse, were busy tending to an infant radio-publishing domain which so far is the only issue of their marriage three years ago.

As a result of their assiduous care, the domain promises to grow into a considerable, if not colossal, empire. Conceived as exclusively a publishing venture, the dominion has burgeoned to embrace radio, and the Thackreys now are earnestly aggrandizing in the television field. The ultimate shape of the empire will be three-dimensional.

The Thackrey enterprises now comprise three newspapers, the liberal tabloid *New York Post*, the *Paris Post* which was started late in 1945 but which has temporarily suspended publication, the Bronx, N. Y. *Home News*, and three radio stations, WLIB New York, KYA San Francisco, and KLAC Los Angeles. The Thackreys have applications pending for FM and television stations in the three cities where their standard stations are situated.

They regard the airways, which carry both sight and sound, as an effective means of promoting the sort of social consciousness for which Mrs. Thackrey is famed and with which Mr. Thackrey is in philosophical agreement.

It is likely that their radio stations will pursue a policy of vigorous progressiveness, emphasizing cultural and public interest programming. Although the Thackreys insist their stations operate as entities separate from their publications, it is certain that throughout the Thackrey enterprises the same general editorial policies will hold.

Since both of the Thackreys think alike politically and possess an unusual energy in prosecuting their opinions, it was perhaps inevitable that, when allied in a common venture—the publishing and editing of the *Post*—they should develop an affection for each other. The fact that each is handsome was, no doubt, a salutary factor.

The Thackreys met when Mrs. Thackrey, then married to her second husband, George Backer, became the active publisher of the ailing *Post* after its acquisition by the Backers in 1939. A fledgling journalist, she sought much advice from Ted Thackrey, the paper's assistant editor. They fell in love while studying press proofs and fonts of Bodoni extra bold.

In 1942 Mr. Thackrey became editor of the

(*Continued on page 54*)

THE RIGHT BLEND for BALANCED BROADCASTING

IN serving the public interest to the best of its ability, WOV best serves its listeners and sponsors alike. Blending programs into a balanced broadcasting pattern designed to entertain, educate and inform has resulted in building and holding one of the most important audiences listening to any New York independent station. According to March-April Hooper ratings, WOV delivers one of the largest average metropolitan audiences between the hours of 7:30 and 10:00 p.m., at a cost of only 94c per thousand listeners per quarter hour . . . virtually half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV

NEW YORK

Respects

(*Continued from page 52*)

paper. Under the combined guidance of the seasoned newspaperman as editor and the fast-learning cub as publisher the paper made rapid and rejuvenating strides.

Mr. Thackrey, a practicing newspaperman for more than 20 years, knew his business. Having started as a newsboy in Kansas City, where he was born Nov. 17, 1901, he attended Kansas State College and Polytechnic Institute, then enlisted in the Royal Flying Corps in World War I. Returning after service as a flight lieutenant, he joined the editorial staff of the famed *Kansas City Star*, progressed from there to the *Topeka Daily Capital*, the Oklahoma City *Daily Oklahoman*, and was editor of the *Cleveland Press* from 1926 to 1928. He became assistant editor of the *New York Telegram* in 1928, moved to the *Buffalo* (N.Y.) *Times* in 1929. Later that year he went to China. From 1931 to 1936 he was editor and publisher of the Shanghai *Evening Post* and *Mercury*. During that time he also founded the Chinese language daily, *Ta Mei Wan Pao*. As an energetic editor, he covered the Japanese invasion of Manchukuo, filed many a story warning that the U. S., too, was on Japan's military agenda.

Mr. Thackrey meanwhile had been twice married, first to Ethelyn Perkins, in 1920, and, after his divorce from her, to Elizabeth Davis Enscoe. A daughter, now Mrs. Jane Bascome, 21 years of age, was born of the second marriage. The second Mrs. Thackrey died several years ago.

Although a newcomer to journalism when she assumed direction of the *New York Post*, Mrs. Thackrey had been active in related fields. The daughter of Mortimer Schiff, member of one of New York's most respected and venerable law firms, Mrs. Thackrey, who was born March 11, 1903, grew up in an atmosphere that accepted social work and philanthropy as routine enterprises. Her interests broadened to include politics. A registered Republican, who cast her first vote for Calvin Coolidge, Mrs. Thackrey never allowed party affiliations to encumber her. In 1936, as a Republican for Roosevelt, she managed part of the late President's radio campaign.

She has been vigorously identified with New York's Henry Street Settlement, the Mt. Sinai Hospital, the Woman's Trade Union League of New York, the New York City Board of Child Welfare.

Active Life

She pursued her numerous and, to a person of less vitality, exhausting social and political activities in addition to being a housewife and mother. By her first husband, Richard B. Hall, whom she wed in 1923, she had two children, Mortimer, now 22 years of age, and Adele, now 21. By her second, Mr. Backer, whom she married in 1932 after her divorce from Mr. Hall, she had one, Sarah Ann, now 12.

Her marriage to Mr. Thackrey, July 29, 1943, followed her divorce from Mr. Backer. The Thackrey wedding ceremony was performed in the penthouse of the Post Building, 75 West Street, Manhattan, by the then adviser to President Roosevelt, Justice Samuel I. Rosenman. It seems proper that the union was solemnized in what is now the little empire's throne room.

It was in October 1944 that the Thackreys, having by then pumped new life into the *Post*, extended themselves to radio. Their first purchase was WLIB New York, at a price of $250,000. Later, they sought to buy the *San Francisco Chronicle*, and, failing this, they purchased KYA San Francisco instead. Their most recent acquisition was KMTR Los Angeles whose call letters were changed to KLAC.

On those rare days when the demands of their growing enterprises are least clamorous, the Thackreys adjourn to a farm located next to the Roosevelt estate at Hyde Park. To their farm, which they insist is a producing one and not a plaything, they apply the same intensity that characterizes their own efforts elsewhere. But once in a while they relax, Mr. Thackrey by flying kites, an art he learned in China, and Mrs. Thackrey by making popovers which, she admits, seldom pop.

I'D BUST A BUTTON TO HEAR WDAY!
The people in the rich Red River Valley have proven by their listening habits that WDAY is by far their favorite station! Here are the actual figures:
WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA
STATION B GETS 9.5% OF THE AUDIENCE
STATION C GETS 7.2%
WDAY FARGO, NORTH DAKOTA N.B.C.
FREE & PETERS, INC. National Representatives

Commercial

ARTHUR POPPENBURG, former eastern sales manager of Arthur B. Church Productions, New York, and before that on the sales staff of ABC Spot Sales, has joined the sales staff of J. P. McKinney & Son, New York.

BROADCAST SALES has moved its Chicago office from 603 to 606 in the London Guarantee Bldg., 360 N. Michigan Ave. **GEORGE ROESSLER** is Chicago manager.

RUTH MORAN, formerly secretary to the general manager of Westinghouse Stations WBZ Boston WBZA Springfield, has been appointed sales service assistant to **JOHN DODGE,** NBC Spot Sales representative for New England and New York state, with headquarters in Boston. Previously Miss Moran was with NBC as secretary to the New England representative in 1930.

CARTER KNIGHT, salesman at WTAG Worcester, Mass., is at home recovering from an ankle injury received when playing softball on the WTAG team.

PAUL GILMOR, formerly with the H. J. Heinz Co., Pittsburgh, has joined the sales staff of WHBC Canton, Ohio. A first lieutenant in the Signal Corps, he saw service in both ETO and the Pacific.

CAMPFIELD LEONARD, salesman for WFBL Syracuse, has been elected secretary of the Exchange Club of Syracuse.

BOMAR LOWRANCE, released from the Navy as lieutenant after Pacific service, has rejoined the sales staff of WSOC Charlotte, N. C. **CHARLES MARSHALL,** out of the Army, is new addition to the WSOC sales staff.

BRUCE ALLOWAY, salesman of CJCA Edmonton, has been transferred to CFAC Calgary, Alta. He is succeeded by **DOUG GREIG,** CJCA announcer.

DAVE LUNDY, general sales manager of KYA San Francisco and KLAC Hollywood, is in Chicago and New York for 30 days contacting advertising agencies on fall plans. He will play host to New York agencies with cocktail party at Park Lane Hotel on July 31, when **AL JARVIS,** KLAC disc m.c. flies East to meet them.

EDDY BRANDT, former New York City orchestra leader, has joined the sales staff of WNCA Asheville, N. C., following release from the Army as captain.

KEENAN & EICHELBERG, Los Angeles and San Francisco, national magazine representative, expanded to include radio, has been appointed Pacific Coast sales representatives for WOR New York and WGN Chicago.

Rejoins Army

LIEUT. COL. Harmon E. Broyles, of the FCC engineering staff, Common Carrier Division, resigned last week to accept a commission in the regular Army. Col. Broyles joined the Commission in 1935 and was called to active duty by the Army in 1941, being released from service in February of this year. He returns to the Army holding temporary rank of lieutenant colonel.

Upcoming

July 22: NAB Engineering Executive Committee, Washington.
July 25: Opening of six-week course of NBC-Northwestern U. Summer Radio Institute.
July 26: Carolinas Advertising Executives Assn. Summer Conference, Fort Sumter Hotel, Charleston, S. C.
Aug. 3-4: NAB Board Finance Committee, Hotel Stanley, Estes Park, Col.
Aug. 5: NAB Board By-Laws Revision, Hotel Stanley, Estes Park, Col.
Aug. 5: NAB Board on Certificates of Merit, Hotel Stanley, Estes Park, Col.
Aug. 5-6: Western Assn. of Broadcasters (Canadian) Annual Convention, Harrison Hotel, Hot Springs, B. C.
Aug. 6-8: NAB Board of Directors, Hotel Stanley, Estes Park, Col.
Aug. 12-13: NAB Employe-Employer Relations Committee, Washington.
Sept. 9-10: NAB Small Market Stations Executive Committee, Washington.

KNOW GIVES POWER TO YOUR PROMOTION PUNCH

RADIO STATION

KNOW

AMERICAN • MUTUAL • TEXAS STATE NETWORK

WEED & COMPANY, Representatives

New York, Boston, Chicago, Detroit, Hollywood, San Francisco

Your sales message packs an extra punch when you use KNOW to reach the rich Austin market. With an overall Hooperating of 43.6*, KNOW is Austin's oldest, most popular, most influential radio station. Advertisers, who know the Austin market well, rely on KNOW's consistent pulling power.

Let KNOW's sure-fire listener loyalty work for you. You'll find that Austin gives you more dollars per dialer . . . and KNOW gives you more dialers per dollar.

Fall, 1945

WRITE TODAY FOR FURTHER INFORMATION. ASK FOR YOUR COPY OF OUR BOOKLET, "THE AUSTIN, TEXAS AREA."

ARE YOU SNUBBING THE OUTSIDE* AUDIENCE

on the Pacific Coast, too?

Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee covers the OUTSIDE as well as the INSIDE half . . . a C. E. Hooper 276,019 coincidental telephone survey proves it.

IF YOUR Pacific Coast radio show isn't on Don Lee, you can't reach the 5½ million listeners in the *outside* area, folks who spend over 4½ billion dollars a year in retail sales.

All four networks cover the *inside* or seven major metropolitan county areas of the Pacific Coast, but Don Lee is the only network with enough on-the-spot stations to give thorough coverage of the *outside* area as well.

A map will show you most markets on the Pacific Coast are surrounded by mountains up to 15,000 feet high. The long-range broadcasting of other networks can't reach these markets. Don Lee, however, has a station located *within* each of the important mountain-surrounded markets.

Remember: The *outside audience* is big (5½ million people) and has lots of money to spend (over 4½ billions a year). Don't exclude these listeners from your Pacific Coast radio show. Put it on Don Lee, where everybody can hear it! More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

EXAMPLE NO. 3 : YAKIMA, WASHINGTON

An exclusive Don Lee *outside market*

TOTAL RETAIL SALES $55,570,000

Sales Management, 1946, Survey of Buying Power

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

MIRACLE of '46

RUTH CRANE
DELIVERS

Housing Accommodations
with one broadcast

If you think this isn't a miracle just try to get ONE room or apartment in Washington.

Yes, Ruth Crane and "The Modern Woman" program delivers again. A letter recently received from the Housing Center, National Housing Agency, Washington, D. C. says—

". . . The number of housing accommodations listed with the Center immediately after the broadcast as a result of the appeal for homes for veterans was a most gratifying proof of the FAR-REACHING EFFECTIVENESS OF RADIO, and the POPULARITY OF YOUR PROGRAM . . .

Forty persons who listed rooms or apartments after listening to your broadcast appeal for housing accommodations have had veterans referred to them who have been in desperate need of housing."...

YOUR PRODUCT, when it is advertised over WMAL and "The Modern Woman" program has this same far-reaching effectiveness and popularity selling it. For information write or phone WMAL or ABC Spot Sales.

THE EVENING STAR STATION

WMAL ABC

WASHINGTON, D.C.

Cite Contracts to Show Need for New Calendar

RADIO'S 13-week contract segments were used by Rep. Karl E. Mundt (R-S.D.) as an example of need for a new calendar when he introduced in the House last week a bill (HR-7041) authorizing the U. S. to adopt the proposed World Calendar on Jan. 1, 1950. Introduced by Rep. Mundt in collaboration with Rep. Jerry Voorhis (D-Calif.), the bill was referred to the Committee on Foreign Affairs.

"Radio must operate on split seconds and programs must be built with holidays in mind," said Representative Mundt. "Advertisers are no less holiday and seasonal minded. Calendar instability seriously affects all and poses recurrent problems.

"Radio has already adopted the quarter-year of exactly 13 weeks in a 12-month calendar as the basis for its contracts, reports, and calculations. So has the motion picture industry," continued Representative Mundt, who said the "newspaper and advertising fraternity have gone on record as stating adoption of the World Calendar would be advantageous."

In the World Calendar January, April, July and October would have 31 days and all other months 30. The 365th day each year would follow Dec. 30. In leap years the 366th day would follow June 30.

SPOT RADIO MEETING HELD BY PETRY, WBT

REPRESENTATIVES of neighbor stations of WBT Charlotte, N. C., at the station's invitation attended a discussion July 12 by Edward Petry and two of his researchers reviewing their latest findings on spot broadcasting. Mr. Petry is head of Edward Petry & Co., New York, station representative. Nine stations in the area were invited by Charles Crutchfield, general manager.

Attending the meeting at WBT studios were: Mr. Petry; Charles Grestam, manager of Petry Atlanta office; Henry Ringgold, manager of Petry New York office; Alfred Politz, Petry research consultant; W. C. Irwin, commercial manager of WSOC Charlotte; James A. Hagan, commercial manager. Cecil Hoskins, chief engineer, WWNC Asheville; Guy Vaughan Jr., commercial manager; Edwin J. McGrath, program director, WSPA Spartanburg, S. C.; W. H. Hammett, salesman, Art Becker, program director, WORD Spartanburg; Keith Byerly, Hugh Deadwyler Advertising Agency; J. P. McMillan, president, Southern Radio Corp.; H. L. Ralls, Branham Co., Charlotte, newspaper representative; Charles Dudley, secretary, Charlotte Merchants Assn.; Mrs. Lewis Ayer, Mona Paine, Ayer & Gillett Advertising Agency; Mr. Crutchfield, Bill Parker, M. J. Minor, Jack Nell, Bob Covington, Larry Walker, E. J. DeGray, Grady Cole, Frances Coiner, WBT.

AGENCIES

HERBERT SANFORD, Pacific Coast radio director of N. W. Ayer & Son, Hollywood, and with agency for six years, has resigned to return to writing and production. Prior to association with that agency he was with BBDO New York for 13 years. He has writer-producer credit on some 25 network programs.

RALPH H. WHITMORE, radio director of The Tullis Co., Los Angeles, has been in New Orleans on business for three weeks. **TOM A. ROSS,** agency account executive, is in Amarillo, Tex., arranging details for a new regional campaign.

DONALD WILDER, separated from Army as major after four years and prior to that vice president of Hugo Wagenseil & Assoc., Dayton, Ohio, has joined Hillman-Shane Adv., Los Angeles, as head of new business department.

GEORGE RANDALL, former advertising manager of David O. Selznick Productions, has joined Foote, Cone & Belding, Los Angeles, as account executive.

ALBERT A. SCOTT of the J. Walter Thompson Co., Bombay, India, office has arrived in New York to participate in discussions and planning conferences of the newest research and organization techniques available for overseas clients.

LOUIS BASS, president of Bass-Luckoff of Hollywood, is in Chicago on client business, returns to his desk Aug. 7.

E. A. JOHNSON, formerly with WMBD KOIL KXEL, has joined Creative Agency Assoc., Detroit, as director of radio advertising.

KARL W. SCHULLINGER, formerly with Foote, Cone & Belding, New York, has joined Pedlar & Ryan in charge of the agency's Hollywood radio department.

WILLIAM D. LAURIE Jr., recently returned to the Detroit office of Maxon Inc. after service with the Navy, has been elected vice president of the agency.

MYRON GOLDEN, script editor of Grant Adv., has been named to conduct a class in radio wrjting at Midwestern Writers Conference, Chicago, July 24-27. Conference was organized six years ago to encourage new writers in many fields located in the Midwest.

JOSE DI DONATO, for two years with Compton Adv., New York, has joined the television department of Doherty, Clifford & Shenfield, New York.

BARNEY McCLURE, assistant to the president of the Palo Alto Chamber of Commerce, has been named assistant account executive and research director at The Conner Co., San Francisco. During war he was B-24 pilot and prisoner of Germans.

MORAN & WEBB, 161 Spring St., Atlanta, Ga., has changed its name to Bruce Moran & Co. Adv. There is no change in either personnel or policy.

GEORGE T. EMERSON has been named to the Detroit staff of N. W. Ayer & Son, New York. He formerly was a director and account executive with Dorland International.

WILLIAM KESTER & Co., Hollywood, has moved to new offices at 6533 Hollywood Blvd.

JOHN M. HANDLEY, in charge of the international division of Grant Adv., New York, has been appointed a vice president.

DANIEL J. O'MEARA and **JOSEPH C. CONNER,** both previously with Ruthrauff & Ryan, have joined Sullivan, Stauffer, Colwell & Bayles, New York. Mr. O'Meara will head the merchandising department and supervise merchandising activities on all drug accounts. Mr. Conner will manage food accounts merchandising.

CHARLES WINFIELD MEGGS has been made a vice president of Dunn-Fenwick & Co., Los Angeles, in charge of motion picture division. A veteran in motion picture advertising field, Mr. Meggs has conducted many campaigns for leading independent producers. He was motion picture art director of Buchanan & Co., New York, for two years before joining Dunn-Fenwick & Co.

THOMAS W. RICHY, formerly account executive for the Borden Co. with Young & Rubicam, New York, and prior to that with Standard Brands as associate advertising manager, has joined the executive staff of Ruthrauff & Ryan, New York.

STANLEY TALBOTT, for a year with N. W. Ayer & Son San Francisco office, has been transferred to agency's Los Angeles office.

GERALD M. BROWN, manager of the Bureau of Industrial Service (Canada), Toronto, has been appointed manager of Young & Rubicam, Toronto. He formerly was public relations director of RCAF.

IRWIN A. VLADIMIR, president of Irwin A. Vladimir & Co., New York, has prepared a "Report on Europe," based on his trip to the Continent to survey advertising and marketing trends.

JOEL J. LIPSON, after service with the AAF, has joined the Alfred Paul Berger Co., New York, as account executive.

ALAN CAMERON, former production manager of Atherton & Gresham, Hollywood, has joined Arthur W. Stowe Co., Los Angeles, in similar capacity. He also will do outside independent production and has been assigned writer-producer of "That Medford Man" weekly series starting on MBS in fall. Series is based on Jimmy Starr novels, "Corpse Came C. O. D." and "Three Short Biers."

WISR
BUTLER, PA.

GOOD RECEPTION
IN 9 COUNTIES

Your sales message "gets out" when it's broadcast over WISR. An excellent wave length (680 KC, clear channel) places a thousand homes on your prospect list at a cost of less than one cent.

680 KC • 250 W
Western Pennsylvania's Foremost Independent Station
NATIONAL REPRESENTATIVES • FORJOE & COMPANY

WGY THE *FIRST* STATION IN THE GREAT NORTHEAST

Summer came early for WGY listeners back in 1924. April 10 was the day when the exciting and characteristic sounds of the circus were broadcast. It was the first time that Barnum & Bailey's menagerie had ever been on the air. The WGY audience could imagine the scene in the basement of old Madison Square Garden as the animals were introduced; listeners could identify their favorites.

This was one of the outstanding experiments which early made WGY famous in special-events broadcasting . . . a reputation which the station has maintained, with a continuous flow of special-events features for over twenty-four years.

Listeners have looked to WGY for twenty-four years for top quality programs. Sponsors, today, look to WGY as one of the top stations in the Great Northeast.

FIRST IN COVERAGE
FIRST IN PRESTIGE
FIRST IN AUDIENCE-APPEAL

GENERAL ELECTRIC
WGY-297

WGY SCHENECTADY, N. Y.

50,000 watts—NBC—
24 years of service

REPRESENTED NATIONALLY BY NBC SPOT SALES

NORMAN S. LIVINGSTON, former WOR New York program director, has been appointed director of commercial program operations of station. **RODNEY ERICKSON,** formerly with Procter & Gamble Co., in radio executive capacity, has joined WOR as manager of the program department.

CARL V. PRINCI, formerly of WESX Salem, Mass., and discharged last December from Army where he served with Psychological Warfare Division and the American Forces Network in Frankfort, Germany, has been named chief announcer of WCHA Chambersburg, Pa.

DINAH SHORE will star on the Ford Motor Co. Wed. 9:30-10 p.m. show on CBS beginning Sept. 18. Ford formerly sponsored **BOB CROSBY** until July 17. Miss Shore signed contract with J. Walter Thompson Co. last Tuesday. Supporting cast has not been set. Miss Shore formerly was heard on NBC as star of her own show sponsored by Birds-Eye Frozen Foods (General Foods Sales Co.).

JAMES D. WESTOVER, former WGL Fort Wayne, Ind., program manager and music director, has joined the announcing staff of KDKA Pittsburgh.

WARNER HOLMGREN, former NBC announcer's clerk, has joined the announcing staff of WJJD Chicago.

ELOISE KUMMER, Chicago network actress, and **RAY JONES,** assistant national executive secretary of the American Federation of Radio Artists, are to be married in Sheboygan, Wis., Aug. 3.

TOM COLTON, former AAF first lieutenant in CBI, has been appointed music director and announcer at WMFF Plattsburgh, N. Y.

JACQUELINE PECK, formerly of McCann-Erickson, San Francisco, has joined ABC Hollywood as assistant continuity acceptance editor.

JOHN (Bud) EDWARDS has returned to ABC Hollywood as assistant production manager of Western Division following four months' absence.

JIM LANTZ, for 4½ years in service as a paratrooper, has joined the announcing staff of KCMO Kansas City, switching from KVOR Colorado Springs, Col.

PRODUCTION

Wish Is Granted

A BLIND man whose 86-year old father wanted desperately to ride in an airplane before he died, wrote of the desire to Betty Roberts, woman commentator of WJBK Detroit. On July 14 Betty, who believes that if someone wants a thing done that is enough, picked up the listener and his aged father, drove them to City Airport and took them for a half-hour flight over the area. Upon alighting, the octogenerian with tears in his eyes assured Betty the ride was the biggest event in his life.

FREDERICK SCHWEIKHER, producer at WRC Washington, has been appointed to teach radio production during the summer radio session at Catholic U.

COMMDR. CHARLES APPELBY, summer relief announcer at WRC 1938-1940 and now on terminal leave from the Navy, has returned to the station as summer relief announcer.

STEVE MANDERSON, program director and publicity manager of WGAC Augusta, Ga., is in Philadelphia attending International Lions Clubs Convention. Mr. Manderson is president of the Augusta club.

BRYON DEMOREST, formerly with KODY North Platte, Neb., and KBON Omaha, has joined the announcing staff of KOAD Omaha, FM station.

ROBERT O. CLAYTON, for 58 months with AFRS and formerly with WKBZ Muskegan, Mich., is new addition to the announcing staff of WHBC Canton, Ohio.

RAYMOND GREEN, released from the armed forces, has returned to the NBC International Dept.

MARGARET WALKER, woman commentator of WSOC Charlotte, N. C., has been married to William Wisecup, released from the Army as captain. Mrs. Wisecup will continue at WSOC.

CALDWELL CLINE, for several years with WBBM Chicago, has returned to WSOC Charlotte, N. C., as announcer.

JACK WILSON, new to radio, has joined the announcing staff of CJCA Edmonton, Alta. **BETH GIBB,** formerly of CFAC Calgary, has joined the continuity staff of CJCA.

R. S. LAMBERT, supervisor of school broadcasts, Toronto, has been given leave of absence to serve as counsellor in the media of mass communication, United Nations Educational, Scientific and Cultural Organization (UNESCO). He will assist in survey of radio, films and the press for submission to the first UNESCO meeting at Paris in November. Mr. Lambert joined the CBC in 1939, was first editor of BBC's weekly "The Listener" in 1928.

DOROTHY COLLINS, former woman's page editor of the Rocky Mountain News, Denver, has been appointed NBC fashion editor, succeeding **MELA UNDERWOOD** who has resigned to become publicity director of the Women's Home Companion, New York.

T/5 J. WILLIAM SMALL, formerly on the continuity staff of WVTK Leyte, P. I., has been assigned the writing and producing of a new quarter-hour variety show called "Fort Bliss on Parade," Thurs. 7-7:15 p.m., on KROD El Paso, Tex.

J. OREN WEAVER, director of WBBM Chicago department of education since his discharge from the Army last October, has been notified of his appointment as lieutenant colonel, Quartermaster Corps., effective July 22. Mr. Weaver was discharged as a full colonel in the Military Intelligence division attached to the Paratroops Corps, where he served as commanding officer of psychological warfare in Africa, Sicily, Italy and France. He was decorated with the Legion of Merit, the Army Medal for Military Valor, and a French decoration making him a private first class in the French Army.

KANI EVANS, former Pacific war correspondent for AFRS, is serving as summer relief announcer at WFIL Philadelphia.

ERVA GILES, music librarian and former staff soprano of WFIL Philadelphia, is retiring after 22 years in radio. She is said to be the first woman to sing on a commercial program over WJZ New York, in 1925. She had been singing on WJZ throughout 1924. When WFIL Philadelphia was set up in 1935, Miss Giles joined station as staff soprano. During the first year she was on the air about 30 times per week.

ARDEN BOOTH, WREN Lawrence, Kan. program director, is the father of a boy, Henry Mills.

WILLIAM RANDOL Jr., for a year production manager of Don Lee Broadcasting System, Hollywood, has resigned effective July 20.

BOB GILLEN, announcer of KMPC Hollywood, and Jane Ashworth of West Los Angeles, were to be married July 20.

KEN HUGHES, chief announcer of CKWX Vancouver, B. C., is the father of a boy.

BEN McCONNELL and VINCE DUGGAN, the latter discharged from the Canadian Army, have joined CJOR Vancouver, B. C.

DENYS FERRY, announcer of CFOS Owen Sound, Ont., who was a prisoner of war for two years in Germany, last week welcomed his English war-bride and month-old son to Canada.

FRANK LEE, program director of WMMN Fairmont, W. Va., is the father of a girl.

ROD SWIFT, formerly with WGY Schenectady, has joined the announcing staff of WSYR Syracuse, N. Y.

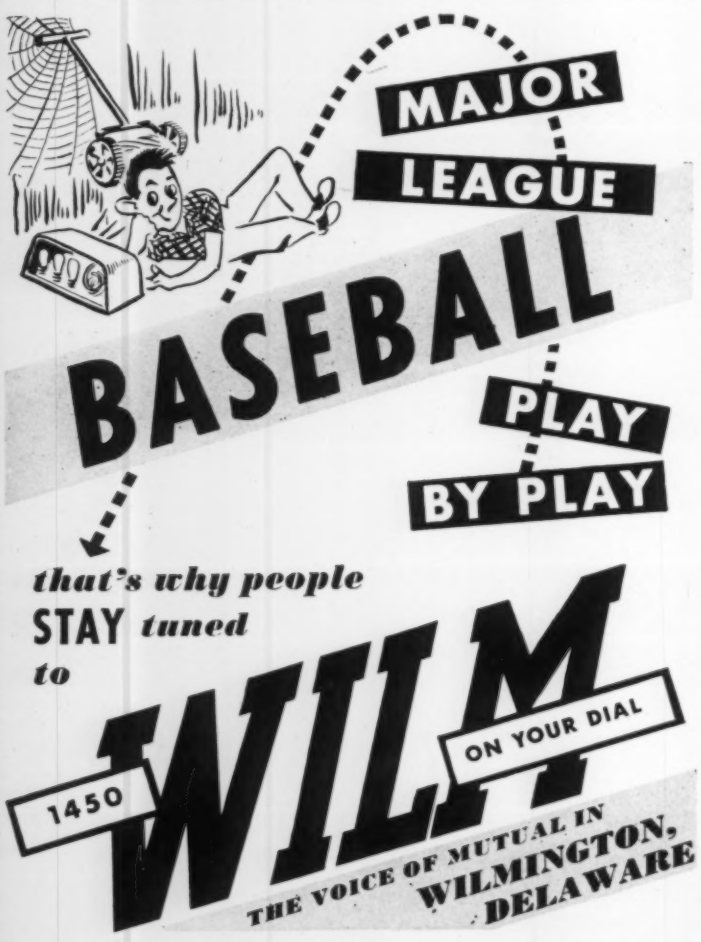
BILL THORPE, released from the Navy, has rejoined WFBL Syracuse, N. Y., as announcer.

Ooops!

WISN Milwaukee Announcer Jack Raymond no longer is taking news items literally. Relating a story about Queen Cleopatra eating sour pickles to maintain a streamlined figure, he ad libbed, "Maybe that would help cut me down on my 235 pounds." Next day a listener sent him two giant-size jars of dill pickles. After completing his second jar, he thought the story a myth—he gained two pounds!

Pepsodent Denies

PEPSODENT Co. (Lever Bros.) is not interested in adding another radio program to its long-time sponsorship of Bob Hope. ABC Central Division has been notified to this effect by Charles Luckman, president of Lever Bros., through company's agency, Foote Cone & Belding, Chicago. Network, which offered *The Fat Man* (Mon. 9:30-10 p. m. CDT) was told under recently announced retrenchment that no additional radio appropriation could be considered. Company also denied rumor that Hope would move from NBC to MBS effective with return of show this fall.



Wanted

BROADCASTING EQUIPMENT SALES ENGINEER

A young man who has had sales engineering experience in the sale of radio broadcast transmitter and studio equipment, sound and radio communication equipment; or who has a good engineering background in these lines plus a good personality and inherent sales ability. A real opportunity with one of the oldest concerns in the business, with possibilities for growth. The location is one of the best radio territories in the United States. Write, giving full details of age, education, experience and recent snapshot if available.

BOX 597, BROADCASTING

Vital Link—

The Delaware River Bridge is a vital link between Philadelphia and the Camden gateway to South Jersey. The people of this great area have come to depend upon it as a fast, direct aid to travel and commerce.

WFIL is a vital link in this same area...between you and the people who buy your products and services. It is the highroad which carries your message to the 1,200,000 radio homes served by WFIL.

This link is strengthened by a planned program of promotion and merchandising patterned to meet your special problems. Our promotion of your program wins listeners —our merchandising of your program wins buyers.

*A WFIL PROGRAM **plus** PLANNED PROMOTION **equals** SALES SUCCESS IN PHILADELPHIA*

ABC AFFILIATE

WFIL

560 First ON YOUR DIAL

REPRESENTED NATIONALLY BY THE KATZ AGENCY

The Philadelphia Inquirer Station

Offer

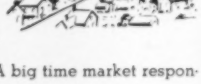
BRIDGE proved to be solution to apartment hunting of Byron Dunham, account executive of KFOX Long Beach, Calif. During a musical program, Hal Nichols, owner and manager, gave a thumbnail sketch of Mr. Dunham, mentioning his bridge talents and current search for quarters. After program, a bridge fan listener called to obtain Mr. Dunham as a "fourth" and offer him an apartment.

Tower Collapse

FOLLOWING collapse of new tubular non-directional tower, KFVD Los Angeles will be delayed approximately one month from increasing power from 1,000 to 5,000 w daytime. Station operating on 1020 kc had expected to be on air by July 15 with new power boost. With tower repaired by month's end, it is planned to be in operation by Aug. 15, according to Jack Fredericks, chief engineer. Tower was constructed on ground and while being raised it crashed, causing considerable damage to pipe sections.

WHAM

Your Western New York Salesman

Covers not Rochester alone, but counties with all of their prosperous farms all the busy trading centers where they do their shopping . . . the well-to-do homes surrounding busy factories where seasonal lay-offs are things  they only read of. A big time market responsive to WHAM-appeal as proved by audience surveys and by measured mail response

Your best buy for plus coverage in a plus market.

50,000 WATTS • CLEAR CHANNEL • 1180 ON THE DIAL

Affiliated with NBC : National Representative
George P. Hollingbery & Co.

ROCHESTER, NEW YORK

The Stromberg-Carlson Station

ALLIED ARTS

CRITERION RADIO FEATURES, Chicago (radio production firm), has been reorganized. New set up includes **ROBERT R. HANSEN**, president, and general manager; **ROBERT H. REDFIELD**, treasurer and sales director; **ERIC GRUNDIN**, secretary. Members of the board of directors include **JOHN R. ROWE**, educational director, Encyclopaedia Britannica; **SKIP FARRELL**, radio actor; **IRVING HANSEN**, director of procurement, U. S. Maritime Commission; Mr. Redfield and Mr. Hansen. Mr. Hansen formerly was sales promotion manager of WGN Chicago and publicity director of WIND Chicago. Firm is distributing "Distinguished Guest Hour," a quarter-hour transcribed series.

HARRY C. CALAHAN, former district manager in New York City for General Electric Supply Corp., has been elected commercial vice president of the firm. He succeeds **HARRY F. THOMAS**, who retired on Dec. 31.

BERT SQUIRE, for six years with SESAC New York, resigned last week.

ROBERT J. KIRKPATRICK, released from AAF as lieutenant and Pacific veteran, has been added to the customer research analysis staff of the Johnson System, Chicago, customer-management relations firm.

PHILIP LESLY, director of public relations for Ziff-Davis Publishing Co., has been elected manager of the education department of American Public Relations Assn., Washington, and a member of the organization's board of governors.

PACIFIC RADIO EXCHANGE Inc., Hollywood (wholesale radio equipment dealer), headquartered at 1401 N. Cahuenga Blvd., has been purchased by **IRVING PHILLIPS** and **WILLIAM BREEDEN**. Latter is president of firm and former secretary-treasurer; both executives are ex-service men.

GEORGE B. PROUD, treasurer of Western Electric Co. since 1941, is to retire Oct. 31, under firm's age retirement rule, after 37 years of service. He will be succeeded by **H. HASTINGS REDDALL**, chief auditor, who joined the firm in 1919.

ROBERT E. BURROWS, previously with Westinghouse Electric Supply Co., has been named home radio department manager of Westinghouse Electric International Co.

ROBERT L. KAUFMAN, Washington, D. C., has been retained to supervise the installation of two new standard broadcast stations, WARL Arlington, Va., and KVOC Casper, Wyo. Former is owned by Northern Virginia Broadcasters Inc., latter by Natrona County Tribune. WARL will operate with 1 kw daytime on 780 kc, KVOC with 250 w on 1230 kc.

ST. CLAIR CAMPBELL MacKAY, former Army major and chief of Administrative Ammunition Division, Office Chief of Ordnance, has been appointed director of administration and finance for The National Academy of Broadcasting, Washington, D. C.

STEPHEN HORBACK, for four years in the Army, has been named sales manager of Press Wireless Manufacturing Co., Press Wireless subsidiary.

VIEWTONE TELEVISION AND RADIO Corp. has moved to 81 Willoughby St., Brooklyn.

GORDON BUCK has resigned as head of the C. E. Hooper Inc. Family Listening Diary Service. **TED BUCK** has been promoted to Diary production manager. Contact and development work on the Diary has been transferred to New York, including machine tabulation and publishing. Hooper has doubled space at 30 W. Washington St., Chicago, to accommodate increasing activities of the Diary Dept.

ARCHIBALD U. BRAUNFELD, specialist in radio accounting and auditor for Radio Executives Club of New York as well as treasurer of American Television Society, is partner in new firm of Braunfeld, Platto & Wolman, certified public accountants and tax consultants, 415 Lexington Ave., New York.

CRITERION RADIO FEATURES, Chicago, has announced the exclusive radio representation of Tom Harmon, Michigan U. gridiron star, for a series of fall football forecasts. Program titled "Here Comes Harmon" is a Vic Knight package which will be transcribed by Criterion as a quarter hour open-end feature to be presented once weekly, Thursday or Friday nights. Series will run for 13 weeks, including all important bowl games and is available for spot program sponsorship.

CAPT. PAUL GOLDSBOROUGH, USNR, former president of Aeronautical Radio Inc., has been named director of communications for Trans World Airline, reporting to **J. C. FRANKLIN, TWA** vice president for engineering and maintenance. Captain Goldsborough was released June 15 from active Navy duty after serving in office of Chief of Naval Operations, Washington, and on Admiral Nimitz's staff in Pacific in 1941 and 1945.

RICHARD DeMILLE, son of Movie Director Cecil B. DeMille, has been added to staff of Television Productions Inc., a subsidiary of Paramount Pictures Corp. Assignment is special research into program techniques, suited to combined eye and ear appeal of medium.

COLUMBIA PROGRAM STARTS 10TH YEAR

CBS' famed *Columbia Workshop*, which has been a stepping stone for many of radio's foremost writers and producers, on July 18 started its 10th year on the network.

Heard each Sunday, 4-4:30 p.m. the series claims among its alumni such contemporaries as Norman Corwin, Irving Reis, William N. Robson and Irwin Shaw, whose earliest distinctions came from *Workshop* productions.

Among the crop of newcomers whose scripts have been accepted during the past few months are John Haywood Lovelace, former bus boy at New York's Essex House, whose radio drama entitled "Slim" was accepted and produced on the series. A special musical score for "The Last Speech," a cantata recalling President Roosevelt's undelivered Jefferson Day address, written by Lou Cooper and presented on the *Workshop* in April, was given a repeat performance at a Carnegie Hall concert.

The *Columbia Workshop* made its debut on CBS on July 18, 1936, was interrupted in May, 1941 for the special *26 by Corwin* series and was resumed on Nov. 16, 1941 with the first series terminated on Sept. 7, 1942. The present series began on Feb. 2, 1946. Robert J. Landry, CBS director of program writing, is supervisor of all *Workshop* productions.

#1 Nob Hill

SAN FRANCISCO office of Universal Radio Sales, which opened early this month, is located at One Nob Hill Circle. Barry H. Keit is manager.

TOSSING THEIR HATS into the ring for another year of sponsorship of *News With Charles F. McCarthy* on WEAF New York, Tuesdays, Thursdays and Saturdays, 7:30 a.m., are J. S. Brody (front left) president of Young's Hat Stores, New York, and Max Young (front right), vice president of Young's. Representing WEAF in ceremony are (l to r, rear row): Herbert V. Anderson, account executive; James M. Gaines, manager; and William O. Tilenius, station sales manager.

Dividend Declared

BOARD of directors of Hallicrafters Co., Chicago, last week declared a 10 cents a share regular quarterly dividend on its common stock, payable Aug. 15 to stockholders of record at the close of business Aug. 1. Sales for the 10-month period ending June 30 totaled $12,873,000. Profits for same period, after taxes, are estimated at $300,000. Sales for fiscal year ending Aug. 31 are estimated at $16,750,000 with estimated profit of $450,000, after taxes, on 670,000 shares common.

Winner

MRS. MARY STARKY of Washington, Pa., must be sister-in-law or something to Lady Luck. Winning Cinderella contest of WJPA, that city, and local Basle Theatre she started all-expense paid trip to Hollywood. She stopped the show on Tom Brenneman's *Breakfast in Hollywood*, with her hat creation and followed up with appearance on Jack Bailey's *Queen for a Day*, carried by WJPA. Losing top honors there only because of a technicality she won the hearts of the judges, audience and Jack Bailey and was named special queen to accompany the winning queen on a 24-hour tour of filmland's fun spots.

News

ROBERT BENDICK, former director of special events at WCBW New York, CBS television station, has been appointed director of news and special events effective Aug. 4, succeeding **LEO HURWITZ**, leaving station to co-produce and direct a feature film.

LOWELL THOMAS, NBC commentator, has been appointed general chairman of National Dog Week, Sept. 22-28. Slogan this year is "Faithfully Yours."

DON McSWAIN has relinquished his fulltime announcing duties at WSOC Charlotte, N. C., to become station's director of news and special events.

BILL CUNNINGHAM, MBS news commentator heard Sun. 2:30-2:45 p.m., July 28 and Aug. 4 will broadcast his news period from Paris, where he will cover the Peace Conference.

Insured

DREW PEARSON, news commentator who has been attacking and exposing the Ku Klux Klan on his ABC Sunday night broadcasts, was insured for a half million dollars with Lloyd's of London when he originated his broadcast from Atlanta, Ga., Klan headquarters, last night (July 21). Beneficiaries were the commentator's agency, Wm. H. Weintraub Co., New York, sponsor, Frank H. Lee Co.

HORACE WADE, veteran sports announcer, has been signed by WFIL Philadelphia to do daily horse racing broadcasts originating from Monmouth, Atlantic City, and Garden State tracks, all in New Jersey.

DOUGLAS WAY, formerly with WJJD Chicago, WFBM Indianapolis and chief newscaster with AFRS, has been named special events and public service director of WKNB New Britain, Conn. New station is to begin operations Aug. 4.

C. ELLSWORTH CHUNN, assistant professor of journalism at the U. of Tulsa, is spending nine weeks as a radio news interne at KPRC Houston, Tex., under supervision of **PAT FLAHERTY**, KPRC news and special events director.

FERGUS MUTRIE, farm broadcast supervisor of CBC Toronto, has returned to Canada after attending agricultural conferences in Great Britain.

LARRY LESUEUR, CBS news analyst stationed in Washington, July 20 was to fly to Paris to cover the peace conference, scheduled to be held there in late July.

WFIL Philadelphia has added UP radio wire to its news service.

JOHN CRAMER, columnist of "9-4:30," Government news column in the Washington Daily News, July 22 starts a Mon.-Fri. 5:40-5:45 p.m. Government news program on WTOP Washington. He has been in newspaper work since 1929, excepting year and a half he spent in China for Psychological Warfare Division, OWI.

Joins Gellerup

CHARLES (Chuck) J. LANPHIER, former general manager of WEMP Minneapolis and now president and general manager of WFOX Minneapolis, has announced his association as radio consultant with D. W. (Dean) Gellerup, veteran FM engineer and chief engineer for 22 years at WTMJ Milwaukee. Mr. Lanphier recently completed preparation of the program structure for the Rochester Broadcasting Co.'s pending 1 kw application on 920 kc, in cooperation with Cramer & Haley, Washington, D. C., consulting engineers.

GEORGE SCHREIER, formerly in the ABC publicity department, has joined the NBC press department. Former national secretary of the Sports Broadcasters Assn., Mr. Schreier was a sports writer for the Jersey Observer, Jersey City, before his association with ABC where he also wrote sports scripts.

Ziv Schedule High

FREDERIC W. ZIV Co., Cincinnati, production schedule for the coming year is 25% greater than previous year, according to the firm which states that it is indicative of heaviest industry schedule in transcription history. Ziv shows scheduled and currently in production include *The Wayne King Show*, 52 half-hours; *Philo Vance*, half-hour detective series; *The Barry Wood Show*, 156 quarter-hours; *The Cisco Kid*, 156 half-hours; *Boston Blackie*, half-hour series; *The Korn Kobblers*, quarter-hour series now in sixth year; *Calling All Girls, The Old Corral, Easy Aces, Sincerely Kenny Baker*, all quarter-hour programs.

Holding the Line

RAY JOHNSON, KXLA Pasadena, Cal., newscaster, has started waging war on inflation by reporting firms that have hiked prices since discontinuance of OPA. He depends upon listeners' testimony to back accusations and so far hasn't run into any damage suits.

25.5% OF VIRGINIA'S MERCHANDISE IS SOLD TO WDBJ LISTENERS

People in WDBJ's coverage area (Roanoke and most of Southwest Virginia) buy *over one-quarter* ($319,294,000) of Virginia's retail merchandise. In our section, there are 148,000 radio homes—more radio homes than in Memphis, New Orleans or Houston!

There is *only* one station, WDBJ, that covers almost all of Southwest Virginia, and WDBJ covers it at a lower cost than you'd think possible. Write for full information—or just call Free & Peters.

WDBJ

CBS • 5000 Watts • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*

BMB Clinics

BROADCAST MEASUREMENT BUREAU on July 24 and for five subsequent Wednesdays, 2:30-4 p. m., will hold a series of clinics at its headquarters in New York to acquaint the advertising industry with the uses of its forthcoming radio station and network audience reports. Analyzing BMB in terms of specific problems confronting advertisers and agencies, each clinic will be complete in itself, with six meetings planned.

Savage to WBBM

ROBERT J. SAVAGE, former promotion director of WLW Cincinnati, has been appointed promotion director of WBBM Chicago, CBS-owned station. With WLW for six years, Mr. Savage was previously with Frederic W. Ziv Co. for seven years.

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Formerly WEMP, Milwaukee, now Vice-president WFOX, Milwaukee.
D. W. "Dan" Gellerup
22 years Chief Engineer, WTMJ, Milwaukee, and pioneer in FM.
739 North Broadway - Milwaukee
Broadway 1272

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 12,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

ACTIONS OF THE FCC

JULY 12 to JULY 18

Decisions . . .

JULY 12
BY COMMISSION EN BANC

AM—1490 kc

Sun Country Bcstg. Co., Tucson, Ariz.—Granted CP for a new station 1490 kc (instead of 1340 kc as requested), contingent upon the applicant's filing within 20 days an amendment to the application specifying the frequency 1490 kc 250 w, unlimited time.

AM—1340 kc

The Catalina Bcstg. Co., Tuscon, Ariz.—Granted CP for a new station to operate on 1340 kc 250 w, unlimited time, conditionally.

AM—1450 kc

Old Pueblo Bcstg. Co., Tuscon, Ariz.—Granted CP for a new station to operate on 1450 kc (instead of 1340 kc as requested), contingent upon applicant's filing within 20 days an amendment to the application specifying the frequency 1450 kc 250 w, unlimited time.

AM—1230 kc

Lock Haven Bcstg. Corp., Lock Haven, Pa.—Dismissed petition of Lock Haven Bcstg. Corp. requesting that its application for use of 1230 kc at Lock Haven be designated for hearing in consolidation with applications of Williamsport Bcstg. Associates and Jos. T. Connolly, et al, requesting use of 1340 kc at Williamsport, and ordered that the issues in the consolidated proceeding be amended by deleting issue No. 6 and in lieu thereof inserting the following: "6. To determine on a comparative basis which, if either, of these applications should be granted."

AM—1230 kc

Lock Haven Bcstg. Corp., Lock Haven, Pa.—Granted CP for a new station to operate on 1230 kc 250 w, unlimited time.

AM—1340 kc

KLIX Twin Falls, Ida.—Granted modification of CP which authorized a new station, to change frequency from 1490 to 1340 kc.

AM—1050 kc

William L. Lipman, Kenosha, Wis.—Granted petition requesting that his application be severed from the consolidated proceedings with applications in Dockets 7118 et al. The Commission ordered this application severed from the consolidated proceedings in which it was heard, and granted CP for a new station to operate on 1050 kc, 250 w, daytime only, subject to the condition that applicant will within 60 days from the date of this action file an application for modification of permit with the Commission, specifying a transmitter site and antenna system meeting the requirements of the Commission's Standards of Good Engineering Practice.

AM—1060 kc

Palladium Publishing Co., Benton Harbor, Mich.—Granted petition requesting that its application for a new station be severed from the consolidated proceeding with applications in Docket Nos. 7350 etc. The Commission ordered that this application be severed from the consolidated proceedings in which it was heard and granted CP for a new station to operate on 1060 kc, 1 kw, daytime only, subject to compliance of the construction and location of antenna with CAA requirements.

Petition

Radio Wisconsin Inc., Madison, Wis.—Denied petition requesting that its application for CP be removed from the hearing docket and granted without further hearing.

AM—1490 kc

Tri-Cities Bcstg. Co., Goose Creek, Tex.—Designated for hearing application for a new station to operate on 1490 kc 250 w unlimited time.

AM—1400 kc

Grass Valley-Nevada City Broadcasters, Inc., Grass Valley, Calif. Town Talk Bcstg. Co., Grass Valley, Calif.—Designated for consolidated hearing the applications of Grass Valley-Nevada City Broadcasters, Inc. with application of Town Talk Bcstg. Co., both applicants requesting frequency 1400 kc 250 w, unlimited time.

Petition

Metropolitan Bcstg. Service, New York—Granted petition for leave to amend its application so as to change paragraph 17 of the application to show that, as amended, the application will in part "request the facilities" of WAGE, Syracuse; to offer an exhibit showing a new antenna design and new transmitter site; to offer the new antenna design to WAGE; to offer ownership of the new site to WAGE free of cost; and to offer to pay for the removal of WAGE to the new site and for the installation of the new WAGE antenna, all if its application is granted. The amendment filed with the petition covering the matters, was accepted.

AM—1240 kc

Associated Electric Enterprises, Woonsocket, R. I.—Granted petition for removal and grant of application for new station, and the said application for a new station was granted, to operate on 1240 kc 250 w, unlimited time, subject to condition that applicant, after construction, shall submit measurements to prove that the proposed transmitter meets the Commission's Standards of Good Engineering Practice concerning Broadcast Stations.

AM—940 kc

WBBB Burlington, N. C.; WISH Indianapolis, Ind.—Designated for consolidated hearing application for CP to change operation from 920 kc 1 kw, daytime, to 940 kc 1 kw, DA-N, unlimited time, with application of WISH to change frequency from 1310 to 940 kc; power from 1 kw, 5 kw-LS to 5 kw day and night using DA at night, and approval of transmitter location and antenna system.

AM—620 kc

Bruno Shaw, New York—Denied request that the Commission withhold action on applications for the frequency 620 kc in New York City, and consider his application therewith.

Petition

Ira M. Ball, Utica, N. Y.—Denied request that the Commission (1) set aside its proposed decision in the Rome-Utica cases; (2) allow Mr. Ball and his associates sufficient time to prepare and file a competing application; and (3) re-open the record and permit him and his associates to participate in such further hearing.

Renewal

WJBY Gadsden, Ala.—Granted renewal of license for the period ending Aug. 1, 1946.

Renewal

KRLD Dallas, Tex.—Granted renewal of license for the period ending May 1, 1948.

AM—1130 kc

Silver Gate Bcstg. Co., San Diego, Calif.—Granted CP new station to operate on 1130 kc 250 w, daytime only.

JULY 12

Commercial FM grants—Issued five conditional grants; 51 engineering approvals and final CPs; and two engineering approvals. (story and list BROADCASTING, July 15, page 98.)

* * *

The Pulitzer Publishing Co., St. Louis—Granted CP new commercial television station 76-82 mc (channel 5); effective peak power radiated (visual) 18.15 kw; antenna height 524 ft.

King-Trendle Bcstg. Corp., Detroit—Granted CP new commercial television station 76-82 mc (channel 5); effective peak power radiated (visual) 16 kw (aural) 14 kw; antenna height, 379 ft.

The Evening News Assn., Detroit—Granted CP new commercial television station 66-72 mc (channel 4), effective peak power radiated (visual) 17.1 kw, (aural) 7.7 kw; antenna height, 588 ft.

Providence Bible Institute, Providence, R. I.—Granted conditional CP new station; channel 88.1 mc (channel 1); 1.45 kw; antenna, 200 ft.

JULY 13
ACTIONS ON MOTIONS
By Commissioner Hyde

WBTM Danville, Va.—Granted petition for leave to amend its application for CP so as to show changes in officers, directors and stockholders of the corporation; to specify frequency 1250 kc with 1 kw night, 5 kw day LS-DA-N instead of 1390 kc with 1 kw, U., etc. The amendment was accepted and application removed from the hearing docket.

(Continued on page 78)

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FCC Grants 456 FM Outlets Since War End

New Authorization Brings Total To 509

By FRED FITZGERALD

DESPITE contradicting opinions on the value of FM, charges that set manufacturers were deliberately retarding FM receiver productions, and other obstacles to the newer art, the FCC since the war's end has given impetus to commercial frequency modulation with the issuance of 456 conditional grants up to July 15. Adding to this the 53 grants of the prewar era brings FM's total to 509 stations.

Of the 456 conditional grants, 162 have since become final CPs.

Principle in the rush for FM facilities have been operators of currently-operating AM stations who are planning to run both types of stations. 352 AM licensees and grantees are represented in the list of FM grants, approximately 70% of the total.

FM grants to come will include, in a large part, authorizations for the larger metropolitan areas where swarms of applications have exceeded the total number of channels allocated to the specific areas, necessitating the designation of such applications for hearing.

Total of grants also will be affected by the Commission's intent to reserve some of the FM channels for future allocation (see story this issue).

Well into its handling of the large backlog of AM station applications [BROADCASTING, July 15] and facing a diminishing problem in handling television applications (breakdown to be carried in next issue), the FCC has disposed of over 50% of its FM applications. There are less than 400 outstanding applications, 126 in hearings.

In the accompanying FM tabulations, listings show FCC conditional grants and engineering approvals, steps instigated by the FCC to speed construction plans of applicants who are deemed suitable and capable of operating FM outlets. Work on building is thus facilitated without delays caused by awaiting final FCC approval.

Classifications for commercial FM stations have been divided into two categories: Class A, covering those outlets that formerly were listed as community stations; and Class B, which includes both metropolitan and rural outlets.

FCC Boxscore

STATUS of applications at FCC as of July 15:

AM—221 CPs granted in 1946; 366 applications pending; 322 in hearing. Total U. S. AM stations now 963 licensed and 255 CPs for a grand total of 1,218.

FM—456 conditional CPs granted, of which 162 are now CPs; 263 applications pending; 126 in hearing. Total U. S. FM stations 509.

Television—22 CPs granted; 25 in hearing; 75 applications dismissed; 1 denied.

Commercial FM Broadcasting Stations in U. S.

C—Community (Class A) Outlet M—Metropolitan (Class B) Outlet R—Rural (Class B) Outlet
CP—Holder of Construction Permit EA—Conditional Grantee with Engineering Approval Cond.—Conditional Grantee

—In Operation or About to Begin—

Call Letters	Licensee (AM affiliation in parentheses)	Old FM Band (in mc)	New FM Band (in mc)	Type Station
	CALIFORNIA			
KHJ-FM	Don Lee Bcstg. System, Los Angeles (KHJ)	....	99.7	M
KRCC*	Contra Costa Bcstg. Co., Richmond	....	104.7	C
	CONNECTICUT			
WTIC-FM	The Travelers Bcstg. Service Corp., Hartford (WTIC)	45.3	106.7†	M
WDRC-FM	WDRC Inc., Hartford (WDRC)	46.5	106.3†	M
	ILLINOIS			
WBBM-FM	CBS Inc., Chicago (WBBM)	....	99.3	M
WDIM	Moody Bible Institute of Chicago, Chicago (WMBI)	....	99.7	M
WGNB	WGN Inc., Chicago (WGN)	45.9	98.9	M
WEFM	Zenith Radio Corp., Chicago	45.1	98.5	M
	INDIANA			
WMLL	Evansville on the Air Inc., Evansville (WGBF)	....	94.7	M
WOWO-FM	Westinghouse Radio Stations Inc., Ft. Wayne (WOWO)	44.9	95.9	M
WABW	Associated Broadcasters Inc., Indianapolis	47.3	....	M
WSBF	South Bend Tribune, South Bend (WSBT)	....	101.3	M
	LOUISIANA			
WBRL	Baton Rouge Bcstg. Co. Inc., Baton Rouge (WJBO)	....	96.1	M
WRCM*	Supreme Bcstg. System Inc., New Orleans	....	95.3	M possibly R
WTPS*	Times Picayune Publishing Co., New Orleans	....	94.5	M
	MASSACHUSETTS			
WBZ-FM	Westinghouse Radio Stations Inc., Boston (WBZ)	46.7	100.7	M
WMTW	The Yankee Network Inc., Studio—Boston; Transmitter—Mt. Washington, N. H.	43.9	....	R
WGTR	The Yankee Network Inc., Boston	44.3	103.1	R
WBZA-FM	Westinghouse Radio Stations Inc., Springfield (WBZA)	48.1	97.1	M
WTAG-FM	WTAG Inc., Worcester (WTAG)	....	102.7	M
	MICHIGAN			
WLOU	John Lord Booth, Detroit (WJLB)	44.9	....	M
WENA	The Evening News Assn., Detroit (WWJ)	44.5	96.9	M
	MINNESOTA			
KSTP-FM*	KSTP Inc., St. Paul (KSTP)	....	102.1	..
	MISSOURI			
KOZY	Commercial Radio Equipment Co., Kansas City	....	99.9	M
KMBC-FM	Midland Bcstg. Co., Kansas City (KMBC)	46.5	97.9	M
WIL-FM*	Missouri Bcstg. Corp., St. Louis (WIL)	....	92.1	M
	NEBRASKA			
KOAD*	World Publishing Co., Omaha (KOWH)	....	92.5	..
	NEW JERSEY			
W2XMN (WFMN)	Edwin H. Armstrong, Alpine	42.8	....	..
W2XEA (WFMN)	Edwin H. Armstrong, Alpine	....	92.1†	..
	NEW YORK			
WNBF-FM	Wylie B. Jones Advertising Agency, Binghamton (WNBF)	44.9	96.3	M
WNYC-FM	City of New York Municipal Bcstg. System, New York (WNYC)	....	95.3	M
WABC-FM	Columbia Bcstg. System Inc., New York (WABC)	....	96.9	M
WGHF	Wm. G. H. Finch, New York	....	99.7	M
WQXQ	Interstate Bcstg. Co., New York (WQXR)	45.9	97.7	M
WMGM	Marcus Loew Booking Agency, New York (WHN)	....	99.3	M
WABF	Metropolitan Television Inc., New York	47.5	98.5	M
WGYN	Muzak Radio Bcstg. Station Inc., New York	....	96.1	M
WEAF-FM	National Bcstg. Co. Inc., New York (WEAF)	....	97.3	M
WHFM	Stromberg-Carlson Co., Rochester (WHAM)	45.1	98.9	M
WHEF	WHEC Inc., Rochester (WHEC)	44.7	98.5†	M
WBCA	Capitol Bcstg. Co. Inc., Schenectady	44.7	....	M
WGFM	General Electric Co., Schenectady (WGY)	48.5	100.7	M
	NORTH CAROLINA			
WCOY*	Capitol Bcstg. Co., Raleigh (WRAL)	....	95.3	..
WMIT	Gordon Gray, Winston-Salem (WSJS)	44.1	97.3	R
	OHIO			
WELD	RadiOhio Inc., Columbus (WBNS)	44.5	92.9	M
	OREGON			
KGW-FM*	Oregonian Publishing Co., Portland (KGW)	....	95.3	..
	PENNSYLVANIA			
WHP-FM*	WHP Inc., Harrisburg (WHP)	....	97.3	M
WPEN-FM	Wm. Penn Bcstg. Co., Philadelphia (WPEN)	....	99.5	M
WIP-FM	Pennsylvania Bcstg. Co., Philadelphia (WIP)	....	97.5	M
WCAU-FM	WCAU Bcstg. Co., Philadelphia (WCAU)	....	102.7	M
KYW-FM	Westinghouse Radio Stations Inc. Philadelphia (KYW)	45.7	100.3	M
WFIL-FM	WFIL Bcstg. Co., Philadelphia (WFIL)	45.3	99.9	M
KDKA-FM	Westinghouse Radio Stations Inc., Pittsburgh (KDKA)	47.5	92.9	M
WMOT	WWSW Inc., Pittsburgh (WWSW)	....	94.5	M
	TEXAS			
KAMT*	Agricultural and Mechanical College of Texas, College Station (WATW)	....	94.5	..
	WISCONSIN			
WTMJ-FM	The Journal Co. (The Milwaukee Journal), Milwaukee (WTMJ)	45.5	92.3	M
WDUL	Head of the Lakes Bcstg. Co., Superior (WEBC)	....	92.3	M

—Grantees—

Location	Grantee (AM affiliation in parentheses)	Type of Station	Status of Authorization
	ALABAMA		
Anniston	Harry M. Ayers (WHMA)	R	CP
Birmingham	The Birmingham News Co (WSGN)	M	Cond.
Birmingham	Birmingham Bcstg. Co. (WBRC)	M	Cond.
Birmingham	Johnston Broadcasting Co. (WJLD)	M	CP
Huntsville	The Huntsville Times Co. Inc. (WBHS)	M	Cond.
Lanett	Valley Bcstg. Co. (WRLD)	C	Cond.
Mobile	Mobile Daily Newspapers, Inc.	M	Cond.
Mobile	Giddens & Rester (WKRG)	M	CP
Mobile	Pape Broadcasting Co. (WALA)	M	EA

* † The majority of stations listed were licensed before the war, and several pre-war stations that are not included are temporarily off the air while constructing equipment for operation in the new FM band. As indicated, a number of pre-war stations are continuing to operate in the old FM band on a temporary basis. Ten new FM stations (indicated by asterisks) have either begun operation or are about to begin. Temporary frequency assignments are noted by daggars. Practically all equipment now in use on the new band is temporary pending the completion of full construction.

In addition to these stations, an FM program service is being provided by developmental broadcast stations in Baltimore, Md., Cleveland, Ohio, and Washington, D. C.

Location	Grantee (AM affiliation in parentheses)	Type of Station	Status of Authorization
	ALABAMA (Cont'd)		
Montgomery	G. W. Covington, Jr. (WCOV)	M	Cond.
Montgomery	Montgomery Bcstg. Co., Inc. (WSFA)	M possibly R	CP
	ARKANSAS		
Fort Smith	Donald W. Reynolds	M possibly R	Cond.
Fort Smith	KWHN Bcstg. Co. Inc. (KWHN)	M	Cond.
Fort Smith	Southwestern Hotel Co. (KFPW)	M possibly R	Cond.
	CALIFORNIA		
Alameda	Times-Star Publishing Co.	M	Cond.
Bakersfield	McClatchy Bcstg. Co. (KERN)	M	Cond.
Beverly Hills	Beverly Hills Bcstg. Co.	M	Cond.
Berkeley	Central California Broadcasters, Inc. (KRE)	M	Cond.
Eureka	Redwood Bcstg. Co. Inc. (KIEM)	M	CP
Fresno	J. E. Rodman (KFRE)	R	CP
Fresno	KARM, The George Harm Station (KARM)	M	CP
Marysville	Sacramento Valley Broadcasters	R	CP
Oakland	Warner Brothers (KWBR)	M	Cond.
Oakland	Tribune Building Company (KLX)	M	Cond.
Ontario	The Daily Report	C	CP
Palo Alto	Peninsula Newspapers Inc.	C	CP
Riverside	The Broadcasting Corp. of America (KPRO)	M possibly R	Cond.
Sacramento	Lincoln Dellar	M	Cond.
Sacramento	McClatchy Bcstg. Co. (KROY)	M	Cond.
San Bernardino	J. C. Lee and E. W. Lee (KFXM)	M	CP
San Bernardino	The Sun Co. of San Bernardino	M	CP
San Diego	Studebaker Bcstg. Co.	M	Cond.
San Diego	Airfan Radio Corp., Ltd. (KFSD)	M	Cond.
San Diego	The Jack Gross Bcstg. Co.	M possibly R	Cond.
San Francisco	The Associated Broadcaster, Inc. (KSFO)	M	Cond.
San Francisco	ABC Inc. (KGO)	M	Cond.
San Jose	Valley Bcstg. Co. (AM Grantee, call unassigned)	M possibly R	Cond.
San Luis Obispo	The Valley Electric Co. (KVEC)	M	Cond.
San Mateo	Amphlett Printing Co. (KHWA)	C	Cond.
Santa Maria	Santa Maria Daily Times	C	CP
Stockton	E. F. Peffer (KGDM)	M possibly R	Cond.
	CONNECTICUT		
Danbury	The Berkshire Bcstg. Corp.	C	Cond.
Meriden	Silver City Crystal Co.	M	CP
New Britain	New Britain Bcstg. Co. (WKNB)	M	CP
New Haven	Elm City Bcstg. Corp. (WNHC)	M	CP
New London	Thames Bcstg. Corp. (WNLC)	M	Cond.
Waterbury	American Republican, Inc. (WBRY)	M	CP
Waterbury	Harold Thomas (WATR)	M	Cond.
	FLORIDA		
Ft. Lauderdale	Gore Publishing Co.	M	Cond.
Daytona Beach	News-Journal Co.	M	Cond.
Jacksonville	City of Jacksonville	M	Cond.
Jacksonville	The Metropolis Co. (WJHP)	M	Cond.
Jacksonville	Florida Bcstg. Co.	M	CP
Jacksonville	Jacksonville Bcstg. Corp. (WPDQ)	M	CP
Miami	Isle of Dreams Bcstg. Corp. (WIOD)	M	CP
Miami	Paul Brake	M	Cond.
Miami	Miami Bcstg. Co. (WQAM)	M	CP
Miami Beach	A. Frank Katzentine (WKAT)	R	CP
Orlando	Orlando Daily Newspapers Inc.	M possibly R	Cond.
Orlando	Hazelwood Inc. (WLOF)	M	Cond.
Palm Beach	Palm Beach Bcstg. Corp. (WWPG)	M	Cond.
Pensacola	Pensacola Bcstg. Corp. (WCOA)	M	CP
St. Petersburg	Pinellas Bcstg. Co. (WTSP)	M	CP
Tampa	The Tribune Co. (WFLA)	M	Cond.
Tampa	Tampa Times Co. (WDAE)	M	Cond.
W. Palm Beach	WJNO Inc. (WJNO)	M	Cond.
	GEORGIA		
Atlanta	The Constitution Publishing Co.	M	CP
Athens	J. K. Patrick Co. (WGAU)	M	Cond.
Augusta	Augusta Bcstg. Co. (WRDW)	M	CP
Augusta	The Augusta Chronicle Bcstg. Co.	M	Cond.
Columbus	Columbus Bcstg. Co. (WRBL)	M	CP
Columbus	Radio Columbus Inc.	M	Cond.
Columbus	Georgia-Alabama Bcstg. Corp.	M	CP
Dublin	Dublin Bcstg. Co. (WMLT)	M	Cond.
Macon	Middle Georgia Bcstg. Co. (WBML)	M	CP
Macon	Southeastern Bcstg. Co. (WMAZ)	M	CP
Moultrie	Frank R. Pidcock, Sr. (WMGA)	M	CP
Rome	Rome Bcstg. Corp. (WRGA)	M	CP
Valdosta	E. D. Rivers (WGOV)	M possibly R	Coud.
Savannah	Atlantic Bcstg. Co.	M	Coud.
Savannah	Savannah Bcstg. Co. (WTOC)	M	Cond.
Savannah	WSAV Inc. (WSAV)	M	Cond.
Toccoa	R. G. LeTourneau (WRLC)	R	Cond.
	IDAHO		
Boise	Boise Broadcast Station (KIDO)	M	Cond.
Nampa	Frank E. Hurt and Son (KFXD)	M	CP
Pocatello	Radio Service Corp. (KSEI)	M	CP
Twin Falls	Radio Bcstg. Corp. (KVMV)	M	Cond.
	ILLINOIS		
Aurora	The Copley Press Inc.	M	Cond.
Bloomington	Radio Station WJBC (WJBC)	M	CP
Brookfield	George M. Ives	C	Cond.
Carbondale	Southern Illinois Bcstg. Partnership (AM Grantee, call unassigned)	M	CP
Champaign	The Champaign News-Gazette, Inc. (WDWS)	C	CP
Decatur	Commodore Bcstg. Inc. (WSOY)	M	Cond.
Evanston	North Shore Bcstg. Co., Inc.	C	CP
Evanston	Sentinel Radio Corp.	C	Cond.
Freeport	Freeport Journal-Standard Publishing Co.	M	Cond.
Harrisburg	Harrisburg Bcstg. Co. (WEBQ)	M possibly R	Cond.
Herrin	Orville W. Lyerla (WJPF)	M possibly R	Cond.
Kankakee	Kankakee Daily Journal Co. (WKAN)	M	Cond.
Mt. Vernon	Midwest Bcstg. Co.	M	Cond.
Mt. Vernon	Mt. Vernon Radio & Television Co.	M	Cond.
Quincy	Lee Bcstg., Inc. (WTAD)	R	CP
Quincy	Quincy Newspapers Inc.	R	CP
Rockford	Rockford Broadcasters, Inc. (WROK)	M	Cond.
Rock Island	Rock Island Bcstg. Co. (WHBF)	M	CP
Springfield	WCBS Inc. (WCBS)	M	CP
Springfield	WTAX Inc. (WTAX)	M	Cond.
Waukegan	Keystone Printing Service Inc.	M	Cond.
	INDIANA		
Columbus	Syndicate Theatres, Inc.	M	Cond.
Connersville	News-Examiner Co.	M	Cond.
Elkhart	Truth Publishing Co. Inc. (WTRC)	M	CP
Kokomo	Kokomo Bcstg. Corp. (WKMO)	M	Cond.
Lafayette	WFAM Inc. (WFAM)	M	Cond.
Muncie	Donald A. Burton (WLBC)	M	CP
New Castle	Courier Times Inc.	C	Cond.
Shelbyville	Shelbyville Radio Inc.	M	Cond.
Terre Haute	Wabash Valley Bcstg. Corp. (AM Grantee, call unassigned)	M	Cond.
	IOWA		
Burlington	Burlington Bcstg. Co. (KBUR)	M possibly R	CP
Cedar Rapids	The Gazette Co.	M	Cond.
Des Moines	Central Bcstg. Co. (WHO)	M	CP
Des Moines	Cowles Bcstg. Co. (KRNT)	M possibly R	Cond.
Des Moines	Kingsley H. Murphy (KSO)	M possibly R	Cond.
Dubuque	Dubuque Bcstg. Co. (WKBB)	M possibly R	Cond.
Dubuque	Telegraph Herald (KDTH)	M possibly R	CP
Waterloo	Josh Higgins Bcstg. Co. (KXEL)	M possibly R	Cond.
	KANSAS		
Hutchinson	The Nations Center Bcstg. Co. (KWBW)	M	Cond.
Hutchinson	Hutchinson Publ. Co.	M possibly R	CP
Lawrence	The World Co.	M	Cond.
Topeka	Topeka Bcstg. Assoc., Inc. (WIBW)	M	Cond.
Wichita	The Farmers & Bankers Bcstg. Corp. (KFBI)	M	Cond.
Wichita	The Wichita Beacon Bcstg. Co.	M	Cond.
Wichita	The Radio Station KFH Co. (KFH)	M	CP
	KENTUCKY		
Bowling Green	The Bowling Green Bcstg. Co. (WLBJ)	M	Cond.
Lexington	American Bcstg. Corp. of Kentucky (WLAP)	M	Cond.
Louisville	Courier-Journal and Louisville Times Co. (WHAS)	M	CP
Louisville	Northside Bcstg. Corp. (WGRC)	M	CP
Louisville	WAVE Inc. (WAVE)	M	Cond.
Owensboro	Owensboro Bcstg. Co., Inc. (WOMI)	M	Cond.
Paducah	Paducah Bcstg. Co., Inc. (WPAD)	M	Cond.
Paducah	Paducah Newspapers Inc. (WKYB)	M	CP
Winchester	Winchester Sun Co. Inc.	C	Cond.
	LOUISIANA		
Alexandria	Alexandria Bcstg. Co. Inc. (KALB)	M	Cond.
Alexandria	Central Louisiana Bcstg. Corp. (KPDR)	C	Cond.
New Orleans	Loyola U. (WWL)	M	Cond.
New Orleans	Stephens Bcstg. Co. (WDSU)	M possibly R	Cond.
New Orleans	WSMB Inc. (WSMB)	R	CP
	MAINE		
Bangor	Portland Bcstg. System Inc. (WGAN)	M	CP
Portland	Portland Bcstg. System Inc. (WGAN)	M	CP
	MARYLAND		
Annapolis	The Capital Bcstg. Co.	M	Cond.
Baltimore	The A. S. Abell Co.	M	Cond.
Baltimore	Baltimore Bcstg. Corp. (WCBM)	M	Cond.
Baltimore	The Baltimore Radio Show Inc. (WFBR)	M	Cond.
Baltimore	Belvedere Bcstg. Corp.	M	Cond.
Baltimore	Maryland Bcstg. Co. (WITH)	M	Cond.
Baltimore	The Monumental Radio Co. (WCAO)	M	Cond.
Frederick	The Monocacy Bcstg. Co. (WFMD)	M	CP
Hagerstown	Hagerstown Bcstg. Co. (WJEJ)	M possibly R	CP
Salisbury	The Peninsula Bcstg. Co. (WBOC)	M	Cond.
Silver Spring	Tri-Suburban Bcstg. Corp.	C	CP
	MASSACHUSETTS		
Brockton	Cur-Nan Co.	C	CP
Fall River	The Fall River Bcstg. Co. Inc. (WSAR)	M	Cond.
Fitchburg	Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers (WEIM)	M	CP
Greenfield	John W. Haigis (WHAI)	C	Cond.
Greenfield	Recorder Publishing Corp.	C	Cond.
Haverhill	The Haverhill Gazette Co.	M	Cond.
Holyoke	The Hampden-Hampshire Corp. (WHYN)	M	CP
Lawrence	Hildreth & Rogers Co. (WLAW)	M	CP
New Bedford	E. Anthony & Sons, Inc.	M	CP
New Bedford	Bay State Bcstg. Co.	M	CP
North Adams	James A. Hardman	M	Cond.
Pittsfield	Eagle Publishing Co.	C	Cond.
Pittsfield	Monroe B. England (WBRK)	M	Cond.
Salem	North Shore Bcstg. Co. (WESX)	C	CP
Springfield	WMAS Inc. (WMAS)	M	Cond.
	MICHIGAN		
Ann Arbor	Washtenaw Bcstg. Co. (WPAG)	M	Cond.
Bay City	Bay Bcstg. Co. Inc. (WBCM)	M possibly R	Cond.
Battle Creek	Fed. Publs. Inc.	M	Cond.
Benton Harbor	The Palladium Publishing Co.	M	Cond.
Dearborn	Herman Radner	C	Cond.
Detroit	King-Trendle Bcstg. Corp. (WXYZ)	M	CP
Detroit	Jas. F. Hopkins Inc. (WJBK)	M	Cond.
Detroit	UAW-CIO Bcstg. Corp. of Michigan	M	Cond.
Detroit	WJR The Goodwill Station Inc. (WJR)	M	Cond.
Escanaba	John P. Norton	M	Cond.
Flint	Flint Bcstg. Co. (WFDF)	M	Cond.
Jackson	WIBM Inc. (WIBM)	C	Cond.
Lansing	WJIM Inc. (WJIM)	M possibly R	Cond.
Mt. Clemens	Macomb Pub. Co.	C	Cond.
Muskegon	Ashbacker Radio Corp. (WKBZ)	M	Cond.
Owasso	The Argus Press Co.	C	CP
Pontiac	Pontiac Bcstg. Co. (WCAR)	M	Cond.
Port Huron	The Times Herald Co.	M	Cond.
Saginaw	Saginaw Bcstg. Co. (WSAM)	M	Cond.
Wyandotte	Wyandotte News Co.	C	Cond.
	MINNESOTA		
Mankato	Southern Minnesota Supply Co. (KYSM)	M	CP
Minneapolis	Independent Merchants Bcstg. Co. (WLOL)	M	CP
Minneapolis	Minnesota Bcstg. Corp. (WTCN)	R	CP
Rochester	Southern Minnesota Bcstg. Co. (KROC)	M	Cond.
St. Cloud	The Times Pub. Co	M possibly R	Cond.
St. Paul	WMIN Bcstg. Co. (WMIN)	M	CP
Winona	Winona Radio Service (KWNO)	M possibly R	Cond.
	MISSISSIPPI		
Clarksdale	Birney Imes Sr. (WROX)	M	Cond.
Jackson	Lamar Life Insurance Co. (WJDX)	M possibly R	Cond.
	MISSOURI		
Cape Girardeau	Oscar C. Hirsch (KFVS(	M possibly R	Cond.
Joplin	Joplin Bcstg. Co. (WMBH)	M	CP
Kansas City	The Kansas City Star Co. (WDAF)	R	CP
Kansas City	KCMO Bcstg. Co. (KCMO)	M	CP
Kansas City	WHB Bcstg. Co. (WHB)	M	CP
St. Joseph	KFEQ Inc. (KFEQ)	M	Cond.
St. Louis	The Pulitzer Publishing Co. (KSD)	M	CP
St. Louis	St. Louis U. (WEW)	M	CP
St. Louis	Star-Times Publishing Co. (KXOK)	M	CP
St. Louis	Thomas Patrick Inc. (KWK)	M	CP

(Continued on page 68)

FM Stations Grants

(Continued from page 67)

Location	Grantee (AM affiliation in parentheses)	Type of Station	Status of Authorization
NEBRASKA			
Lincoln	Cornbelt Bcstg. Corp. (KFOR)	M	Cond.
Lincoln	KFAB Bcstg. Co. (KFAB)	M possibly R	Cond.
Omaha	Inland Bcstg. Co. (KBON)	M	Cond.
NEVADA			
Las Vegas	Nevada Bcstg. Co. (KENO)	C	CP
Reno	Reno Newspapers Inc.	M	CP
Reno	Saviers Electrical Products Corp.	C	Cond.
NEW HAMPSHIRE			
Claremont	Claremont Eagle Inc.	M	Cond.
Manchester	Harry M. Bitner (WFEA)	M	Cond.
Manchester	The Radio Voice of New Hampshire Inc. (WMUR)	M	Cond.
Portsmouth	WHEB Inc. (WHEB)	M	Cond.
NEW JERSEY			
Asbury Park	Asbury Park Press Inc.	C	CP
Atlantic City	Neptune Bcstg. Corp. (WFPG)	M	Cond.
Atlantic City	Press-Union Publishing Co. (WBAB)	M	Cond.
Bridgeton	Eastern States Bcstg. Corp. (WSNJ)	M	CP
Ewing Twp.	Mercer Bcstg. Co.	M	Cond.
New Brunswick	Home News Publishing Co.	C	Cond.
Newark	Fidelity Media Bcstg. Corp.	C	CP
Paterson	The Passaic Daily News	C	Cond.
NEW YORK			
Albany	Hudson Valley Bcstg. Inc.	M	Cond.
Buffalo	Roy L. Albertson (WBNY)	M	CP
Buffalo	WBEN Inc. (WBEN)	M possibly R	CP
Buffalo	WEBR Inc. (WEBR)	M	Cond.
Coram	Suffolk Bcstg. Corp.	C	CP
Corning	The Evening Leader	M	Cond.
Dunkirk	Dunkirk Printing Co.	C	Cond.
Hempstead	Elias T. Godofsky	C	Cond.
Hornell	The W. H. Greenhow Co.	M possibly R	Cond.
Ithaca	Cornell U. (WHCU)	M possibly R	Cond.
Jamestown	James Bcstg. Co. Inc. (WJTN)	M	CP
Messena	The Brockway Co. (WMSA)	M	Cond.
Mt. Vernon	Hudson Bcstg. System Inc.	C	Cond.
Niagara Falls	The Niagara Falls Gazette Pub. Co. (WHLD)	M	Cond.
Ogdensburg	St. Lawrence Bcstg. Corp. (WSLB)	R	Cond.
Oswego	Palladium-Times Inc.	M	Cond.
Poughkeepsie	Poughkeepsie Newspapers Inc. (WKIP)	M	CP
Rochester	Amalgamated Bcstg. System Inc.	M	Cond.
Rochester	Monroe Bcstg. Co. Inc. (AM Grantee)	M	Cond.
Syracuse	Central New York Bcstg. Corp. (WSYR)	M	CP
Syracuse	Onondaga Radio Bcstg. Corp. (WFBL)	M	Cond.
Syracuse	Civic Bcstg. Corp. (WOLF)	M	Cond.
Syracuse	Radio Projects Inc.	M	Cond.
Syracuse	Syracuse Bcstg. Corp.	M	Cond.
Syracuse	WAGE Inc. (WAGE)	M	Cond.
Troy	The Troy Record Co. (WHAZ)	M	CP
Utica	WIBX Inc. (WIBX)	M	CP
Utica	Rome Sentinel Co.	M	Cond.
Watertown	The Brockway Co. (WWNY)	M	CP
White Plains	Westchester Bcstg. Corp. (WFAS)	C	CP
NORTH CAROLINA			
Burlington	Alamance Bcstg. Co. Inc. (WBBB)	M	Cond.
Charlotte	Southeastern Bcstg. Co. (WBT)	M	CP
Durham	Durham Radio Corp. (WDNC)	M	CP
Fayetteville	Cape Fear Bcstg. Co. (WFNC)	M	Cond.
Gastonia	F. C. Todd (WGNC)	M possibly R	Cond.
Goldsboro	Eastern Carolina Bcstg. Co. Inc. (WGBR)	M	Cond.
Greensboro	Greensboro News Co.	M	Cond.
Greenville	Greenville Bcstg. Co. (WGTC)	M	Cond.
Hickory	Catawba Valley Bcstg. Co. Inc. (WHKY)	M possibly R	Cond.
High Point	High Point Enterprise Inc. (AM Grantee, call unassigned)	M	Cond.
High Point	Radio Station WMFR (WMFR)	M	Cond.
Raleigh	WPTF Radio Co. (WPTF)	M possibly R	Cond.
Roanoke Rapids	Telecast Inc.	M	Cond.
Roanoke Rapids	WCBT Inc. (WCBT)	M	Cond.
Rocky Mount	Josh L. Horne	M	Cond.
Rocky Mount	William Avera Wynne (WEED)	M	Cond.
Salisbury	Piedmont Bcstg. Corp. (WSTP)	M	CP
Washington	Tar Heel Bcstg. System Inc. (WRRF)	M	Cond.
Wilmington	Richard Austin Dunlea (WMFD)	M	Cond.
Wilmington	Wilmington Star-News Co.	M	Cond.
Winston-Salem	WAIR Bcstg. Co. (WAIR)	M	CP
NORTH DAKOTA			
Fargo	KVOX Bcstg. Co. (KVOX)	M	CP
OHIO			
Alliance	Review Publishing Co.	M	CP
Ashland	Beer and Koehl	M	CP
Athens	The Messenger Publishing Co.	M	CP
Cincinnati	Buckeye Bcstg. Co. (WSAI)	M	CP
Cincinnati	The Cincinnati Times Star Co. (WKRC)	M	CP
Cincinnati	The Crosley Corp. (WLW)	M	Cond.
Cincinnati	L. B. Wilson Inc. (WCKY)	M	Cond.
Cincinnati	Scripps-Howard Radio Inc. (WCPO)	M	Cond.
Columbus	United Bcstg. Co. (WHKC)	M possibly R	Cond.
Columbus	The Pixleys (WCOL)	M	CP
Dover	The Tuscora Bcstg. Co.	C	Cond.
Fostoria	Lawrence W. Harry	C	Cond.
Fremont	Robert F. Wolfe Co.	C	CP
Hamilton	The Fort Hamilton Bcstg. Co. (WMOH)	C	CP
Marion	The Marion Bcstg. Co. (WMRN)	M possibly R	Cond.
Newark	The Advocate Printing Co.	M	CP
Steubenville	The Valley Bcstg. Co. (WSTV)	M	CP
Toledo	The Fort Industry Co. (WSPD)	M	Cond.
Toledo	Unity Corp. Inc. (WTOD)	M	Cond.
Warren	Nied and Stevens (WRRN)	C	CP
Wooster	The Wooster Republican Printing Co.	M possibly R	Cond.
Youngstown	The WFMJ Bcstg. Co. (WFMJ)	M	Cond.
Youngstown	WKBN Bcstg. Corp. (WKBN)	M possibly R	Cond.
OKLAHOMA			
Ardmore	John F. Easley (KVSO)	M	CP
Durant	Democrat Printing Co.	M	Cond.
Lawton	Oklahoma Quality Bcstg. Co. (KSWO)	M	Cond.
Muskogee	Muskogee Bcstg. Co.	M	Cond.
Oklahoma City	KOMA Inc. (KOMA)	R	CP
Oklahoma City	Plaza Court Bcstg. Co. (KOCY)	M possibly R	EA
Oklahoma City	Sooner Bcstg. Co.	M	Cond.
Oklahoma City	WKY Radiophone Co. (WKY)	M	CP
Oklahoma City	O. L. Taylor (in T-H-S Stations)	M	Cond.
Shawnee	KGFF Bcstg. Co. (KGFF)	M	Cond.
Tulsa	Fred Jones Bcstg. Co. (AM Grantee, call unassigned)	M	Cond.
OREGON			
Albany	Central Willamette Bcstg. Co. (KWIL)	C	Cond.
Medford	Medford Printing Co.	C	Cond.
Grants Pass	So. Ore. Bcstg. Co. (KUIN)	M possibly R	Cond.
Medford	Mrs. W. J. Virgin (KMED)	M	Cond.
Eugene	Valley Bcstg. Co. (KUGN)	M possibly R	Cond.
Eugene	Eugene Bcstg. Sta.	M	Cond.
Portland	KALE Inc. (KALE)	M	EA
Portland	KOIN Inc. (KOIN)	M	EA
Portland	KXL Broadcasters (KXL)	M possibly R	EA
Portland	Pacific Radio Advertising Service	M	CP
Portland	Broadcasters Oregon, Ltd.	M	CP
PENNSYLVANIA			
Allentown	Lehigh Valley Bcstg. Co. (WSAN)	M	Cond.
Altoona	The Gable Bcstg. Co. (WFPG)	M	CP
Bethlehem	The Bethlehems' Globe Publishing Co. (WGPA)	M	Cond.
Bradford	Bradford Publications Inc.	M	EA
Clearfield	Airplane & Marine Instruments Inc. (AM Grantee, call unassigned)	M	Cond.
DuBois	Tri-County Bcstg. Co. Inc. (WCED)	M	Cond.
Erie	Presque Isle Bcstg. Co. (WERC)	M	Cond.
Forks Township Near Easton	Easton Publishing Co.	C	CP
Harrisburg	The Patriot Co.	M	CP
Harrisburg	Harold O. Bishop	C	CP
Harrisburg	WHP Inc. (WHP)	M	CP
Johnstown	WJAC Inc. (WJAC)	M	Cond.
Lancaster	Peoples Bcstg. Co. (WLAN)	M	Cond.
Lancaster	WGAL Inc. (WGAL)	M	Cond.
Lewistown	Lewistown Bcstg. Co. (WMRF)	M	CP
McKeesport	Mon-Yough Bcstg. Co.	C	Cond.
Meadville	H. C. Winslow	M	Cond.
New Castle	WKST Inc. (WKST)	M	Cond.
Pottsville	Miner's Bcstg. Co.	M	Cond.
Reading	Hawley Bcstg. Co.	M	EA
Reading	Berks Bcstg. Co. (WEEU)	M	Cond.
Scranton	Scranton Broadcasters Inc. (WGBI)	M	CP
Sharon	Sharon Herald Bcstg. Co.	M	Cond.
Sunbury	Sunbury Bcstg. Corp. (WKOK)	M	CP
Uniontown	Fayette Bcstg. Corp. (WMBS)	M	CP
Uniontown	Uniontown Newspapers Inc.	M possibly R	Cond.
Washington	Observer Pub. Co. (WJPA)	M	CP
Wilkes-Barre	Louis G. Baltimore (WBRE)	M	CP
Wilkes-Barre	Scranton-Wilkes-Barre Co.	M	Cond.
Wilkes-Barre	Pittston Bcstg. Co. Inc.	M	Cond.
Williamsport	WRAK Inc. (WRAK)	M	CP
York	Susquehanna Bcstg. Co. (WSBA)	M	CP
York	White Rose Bcstg. Co.	M	Cond.
SOUTH CAROLINA			
Anderson	Wilton E. Hall (WAIM)	M	EA
Charleston	Atlantic Coast Bcstg. Co. (WTMA)	M	CP
Columbia	Surety Life Ins. Co. (WIS)	M	Cond.
Greenville	The Greenville News-Piedmont Co. (WFBC)	M	CP
Greenville	Textile Bcstg. Co. (WMRC)	R	CP
Greenwood	Grenco Inc. (WCRS)	M	Cond.
Rock Hill	York County Bcstg. Co. (WRHI)	C	Cond.
Spartanburg	Spartanburg Advertising Co. (WSPA)	R	CP
Spartanburg	Spartanburg Bcstg. Co. (WORD)	M	Cond.
TENNESSEE			
Bristol	Radiophone Bcstg. Station WOPI Inc. (WOPI)	M possibly R	Cond.
Chattanooga	WDOD Bcstg. Corp. (WDOD)	R	CP
Chattanooga	WAPO Bcstg. Co. (WAPO)	M	Cond.
Chattanooga	Mark K. Wilson	R	Cond.
Chattanooga	Unity Bcstg. Corp. of Tennessee	M	Cond.
Clarksville	William Kleeman (WJZM)	M	Cond.
Clarksville	Leaf Chronicle Co.	M	Cond.
Jackson	The Sun Publishing Co. Inc. (WTJS)	M	Cond.
Johnson City	WJHL Inc. (WJHL)	M	CP
Kingsport	Kingsport Bcstg. Co. Inc. (WKPT)	M	Cond.
Knoxville	S. E. Adcock (WROL)	M	Cond.
Knoxville	Knoxville Publishing Co.	M	Cond.
Memphis	Herbert Herff (WHHM)	M	CP
Memphis	Hoyt B. Wooten (WREC)	M possibly R	Cond.
Memphis	WMPS Inc. (WMPS)	M possibly R	Cond.
Nashville	WSIX Bcstg. Station (WSIX)	M	Cond.
TEXAS			
Abilene	The Reporter Bcstg. Co. (KRBC)	M	Cond.
Amarillo	Plains Radio Bcstg. Co. (KGNC)	M	Cond.
Beaumont	KRIC Inc. (KRIC)	M	Cond.
Brownsville	Brownsville Herald Publishing Co.	C	Cond.
Dallas	A. H. Belo Corp. (WFAA)	M	Cond.
Dallas	KRLD Radio Corp. (KRLD)	M possibly R	Cond.
Denton	Harwell V. Shepard (KDNT)	M	Cond.
Fort Worth	Carter Publications Inc. (WBAP)	M possibly R	Cond.
Galveston	The KLUF Bcstg. Co. Inc. (KLUF)	M	Cond.
Harlingen	Harbenito Bcstg. Co. Inc. (KGBS)	M	CP
Houston	Houston Printing Corp. (KPRC)	M	CP
Houston	KTRH Bcstg. Co. (KTRH)	M	Cond.
Houston	Lee Segall Bcstg. Co.	M	Cond.
San Antonio	The Walmac Co. (KMAC)	M	Cond.
San Angelo	KGKL Inc. (KGKL)	M	Cond.
Temple	Bell Bcstg. Co. Inc. (KTEM)	C	Cond.
Texarkana	KCMC Inc. (KCMC)	M	Cond.
Tyler	East Texas Bcstg. Co. (KGKB)	M	CP
Vernon	Northwestern Bcstg. Co. (KVWC)	M	Cond.
Wichita Falls	Times Publishing Co. of Wichita Falls	M	CP
UTAH			
Salt Lake City	Intermountain Bcstg. Corp. (KDYL)	M	CP
VIRGINIA			
Lynchburg	Lynchburg Bcstg. Corp. (WLVA)	M	CP
Lynchburg	Old Dominion Bcstg. Corp.	M	Cond.
Norfolk	WTAR Radio Corp. (WTAR)	M	Cond.
Portsmouth	Portsmouth Radio Corp. (WSAP)	M	Cond.
Portsmouth	The Portsmouth Star Pub. Corp.	M	Cond.
Richmond	Havens and Martin Inc. (WMBG)	M	CP
Winchester	Richard Field Lewis Jr. (WINC)	R	CP
WASHINGTON			
Longview	Twin City Bcstg. Corp. (KWLK)	C	Cond.
Seattle	Evergreen Bcstg. Corp. (KEVR)	M	CP
Seattle	Fisher's Blend Station Inc.	R	CP
Seattle	Queen City Bcstg. Co. Inc. (KIRO)	R	CP
Seattle	Radio Sales Corp. (KRSC)	R	CP
WEST VIRGINIA			
Beckley	Beckley Newspapers Corp.	M	CP
Beckley	Joe L. Smith Jr. (WJLS)	M possibly R	CP
Bluefield	Daily Telegraph Printing Co. (WHIS)	R	CP
Huntington	Huntington Bcstg. Corp.	M	Cond.

Location	Grantee (AM affiliation in parentheses)	Type of Station	Status of Authorization
	WEST VIRGINIA—Continued		
Logan	Frey & Greever (WLOG)	M	Cond.
Morgantown	West Virginia Radio Corp. (WAJR)	C	Cond.
Wheeling	W. Va. Bcstg. Corp. (WWVA)	M possibly R	Cond.
Wheeling	Community Bcstg. Inc. (WKWK)	M	CP
	WISCONSIN		
Green Bay	Green Bay Newspaper Co.	M	CP
Green Bay	WHBY Inc. (WHBY)	M	Cond.
Greenfield	Wm. C. Forrest	M possibly R	Cond.
LaCrosse	WKBH Inc. (WKBH)	M possibly R	CP
Madison	Badger Bcstg. Co. (WIBA)	M possibly R	Cond.
Marshfield	Dairyland's Bcstg. Service Inc. (AM Grantee)	C	Cond.
Milwaukee	Milwaukee Bcstg. Co. (WEMP)	M	Cond.
Milwaukee	Midwest Bcstg. Co.	M	Cond.
Oshkosh	Oshkosh Bcstg. Co. (WOSH)	M	Cond.
Racine	Racine Bcstg. Corp. (WRJN)	M	Cond.
Sheboygan	Press Publishing Co. (WHBL)	M	CP
Wisconsin Rapids	Wm. F. Huffman (WFHR)	C	Cond.
Wausau	Record-Herald Co.	M	Cond.
	WYOMING		
Cheyenne	Frontier Bcstg. Co. (KFBC)	M	Cond.

Sedgwick Protests CBC Plan To Take 860 kc From CFRB

HARRY SEDGWICK, president of CFRB Toronto, appeared last Thursday before the Canadian Parliamentary Committee on Radio in Ottawa to protest a proposal by the Dept. of Transport that CFRB relinquish the 860 kc channel to CJBC Toronto, owned by the Canadian Broadcasting Corp., and operate on 640, 800, 1010 or 1550 kc.

Mr. Sedgwick

CBC proposes to shift CJBC from 1010 to 860 kc and increase power from 5 to 50 kw.

Mr. Sedgwick told the committee that CFRB would lose coverage if moved to another frequency, that cost to the station would be about $300,000, that not one additional listener would be served by moving CJBC to 860 kc with 50 kw, that surveys showed CFRB had a bigger audience than CJBC or CBL, 50-kw CBC-owned Toronto station, and that there was no public demand for CFRB to move or for CJBC to occupy the 860 kc channel.

CFRB Operations

He reviewed CFRB operations since it began in 1926 and said: "No station could have done more than we have done to fulfill our obligations to the listeners." He pointed out that "the listeners cannot be better served than they are at present by the manner in which CFRB has conducted its operations over the years, at no cost but at considerable profit to the public treasury."

Despite statements made to the Parliamentary Committee by the CBC that CFRB had been advised as early as 1941 that it would have to vacate 860 kc for a CBC station of 50 kw, Mr. Sedgwick stated that not until 1945 was any notice received by the station that it would have to shift frequencies. He quoted the telegram from the Dept. of Transport on Feb. 4, 1941, announcing CFRB's shift according to the Havana Treaty from 690 kc to 860 kc and said that since 1941 CFRB has repeatedly requested an increase from 10 kw to 50 kw to protect the channel for Canada. He felt CFRB was the only station on the continent which had not had a power increase since 1931.

He told the Committee CBC plans to take over his contracts with CBS, a franchise CFRB has had for 17 years, and of the loss of programs this would involve to CFRB. These programs would go, under CBC plans, he explained, to CJBC which would occupy the 860 kc frequency with 50 kw.

Mr. Sedgwick stated that CFRB is on the air 127 hours a week. He compared program schedules of CFRB and CJBC, emphasizing CFRB's greater amount of public service broadcasts over those of the government's station which is on the air 117 hours weekly. He also stated that the station spent in 1945 a total of $82,840 on talent for sustaining programs, and that talent for commercial programs on CFRB was paid $220,000 in 1945. Station employs a full staff of announcers, engineers, program personnel and office workers, as well as hundreds of parttime entertainers and artists, pays a minimum of union scale wages, gives Christmas bonuses in normal times, gives all employes two weeks holidays with pay, has a contributory pension fund for its staff and carries group insurance.

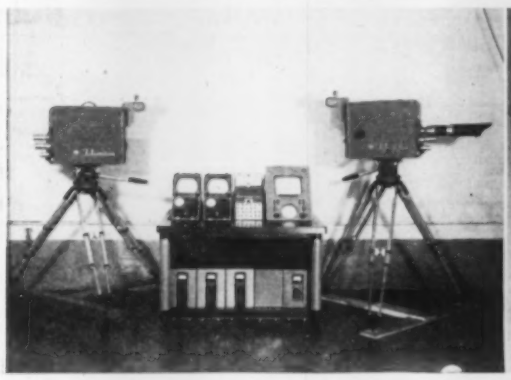
Reviewing finances of the station, stock of which is traded on the Toronto Stock Exchange and is held by 1200 shareholders, none of whom owns more than 10% of the stock, Mr. Sedgwick pointed to total profits in the years 1942-46 inclusive of $412,251 after deducting $575,238 in taxes from a gross income of $2,526,730. Prior to 1942 the company had been operated as a branch of Rogers-Majestic Corp., a receiver manufacturing company, and profits and losses could not be separated for the CFRB operation.

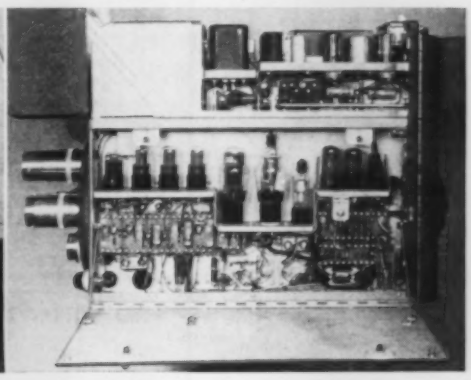
Going 'Begging' in 1925

In giving a history of the station, he pointed out that in 1925 "broadcasting licenses were going begging. The Government, not anxious to spend public money in experiments, was glad to have private interests take the risk, and one heard nothing then about the frequencies belonging to the people of Canada as such. Anybody could have a broadcasting license that wanted one and by no means was everybody willing to take the risks involved, or to put up the continuing deficits which the operation of a station involved.

"It must be borne in mind that Government radio did not enter the field until private radio, with its own money and its own wit, had made the experiments, had paved the way and had, in fact, shown that the thing would work," said Mr. Sedgwick. "It is easy now for those who never lifted a finger or invested a dollar to help create this modern miracle, to indulge in cheap sniping at those who did work and risk, and who made it succeed. . . . Sober thought may lead one to think that we are entitled to praise rather than abuse; to some small measure of credit for what we have done."

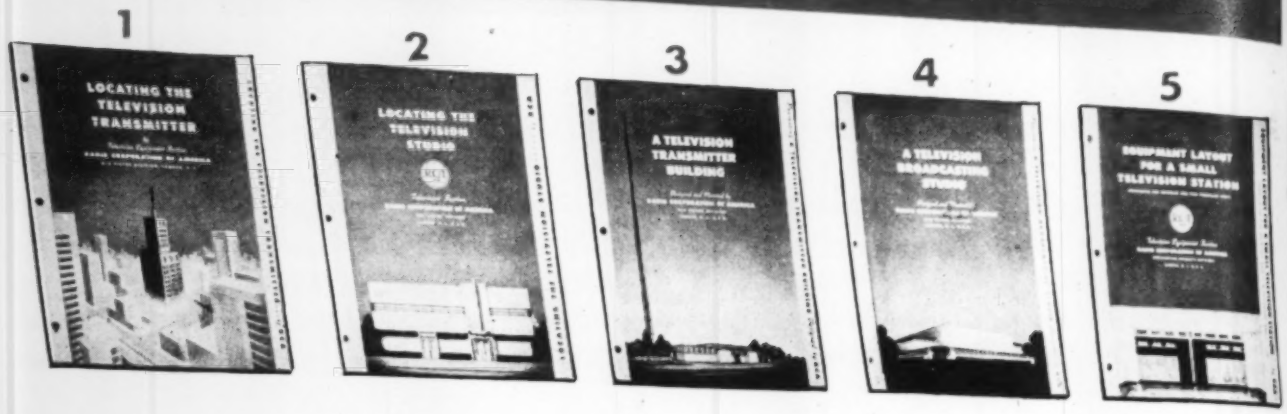
RCA Gets Into Production on Television Equipment





QUANTITY PRODUCTION of television cameras and television studio and field equipment has begun at RCA's Camden, N. J., plant, W. W. Watts, vice president in charge of the RCA engineering products department, announced last week. Photo at right is RCA's new microwave link equipment for video relaying. Weatherproofed cylinderical unit at back of parabolic reflector houses either link transmitter or receiver, which is monitored by the suitcase type control unit. The hook-shaped wave guide "pours" the signal into the center of the reflector, amplifying output 9,000 times. Receiver unit reverses this process again multiplying signal strength 9,000 times for an overall amplification of 81 million times. Center photo is two of RCA's new image orthicon cameras with the necessary control units mounted in a desk, ready for studio operation. For field pickups, the separate units can be carried in a station wagon or light pickup. On top of desk, left to right, are two individual camera controls, a master switching unit, and a master monitoring unit. Under the table, in same order, are individual camera supplies, master power supply and the synchronous generator. Right photo is the camera construction of the new image orthicon camera. Lower section is the preamplifier compartment and the upper section is the electronic view finder. The image orthicon pickup tube is housed in a center compartment, behind the vertical partition in this view, and is not pictured here.

8 FREE GUIDES



1 Locating the Television Transmitter

Covers factors governing the choice of site, technical requirements, importance of central location, importance of height, calculation of coverage, various types of sites (tall buildings, mountain tops, existing AM station locations, low buildings with a steel tower, television and FM transmitter at same site using a common antenna).

2 Locating the Television Studio

Discusses and illustrates such subjects as: space required for operations, cost of land and buildings, provision for future expansion, freedom of interference, power and water facilities, nearness to outside program sources, and location with relation to transmitter.

3 A Television Transmitter Building

Present indications are that most new transmitters will be located, wherever possible, in existing city buildings. However, if you plan to build a special transmitter building now, or in the future, this publication offers practical suggestions on exterior appearance and floor plans. Covers general requirements, transmitter room, video receiving room, visitors' lobby, laboratory and shop, storage space, living quarters, and other provisions.

4 A Television Broadcast Studio

Typical headings include: number of studios required, size and shape of studios, acoustics and lighting, separate control booths, film studio, master control room, audience, and studio-transmitter link.

5 Equipment Layout for a Small Television Station

(with provision for network and film programs only.)

Publications 5, 6, 7, and 8 present a complete program on how your television station can grow in easy stages—low investment and operating costs in the initial period, gradual expansion later as your television audience grows. Leaflet 5 covers the minimum layout required to start telecasting.

6 Equipment Layout for a Small Television Station

(with provision for live-talent studio programs and remote field pick-ups.)

This booklet presents Stage 2—the addition of portable pick-up equipment for live-talent programs. Although the equipment is intended primarily for field use, its flexibility is such that it can also be used as studio video equipment. Thus you can increase the diversity of your programs by having remote pick-ups one night, studio shows the next.

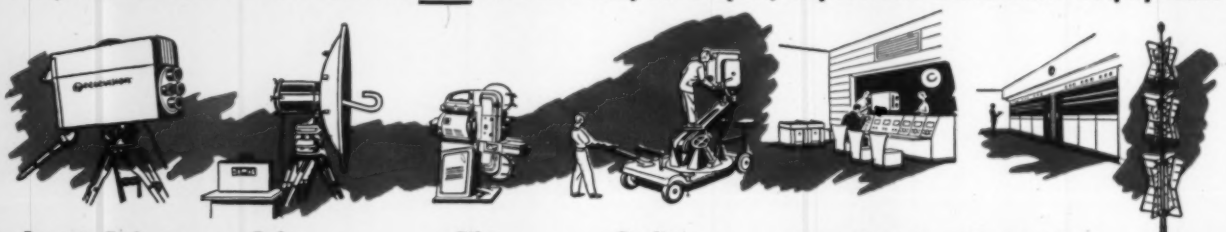
7 Equipment Layout for a Standard Television Station

This leaflet presents Stage 3—the addition of studio-type cameras and video equipment to provide a permanent studio system. This addition makes it possible to switch immediately from a remote pick-up to a studio show. Then too, this equipment is always available for rehearsal purposes.

8 Equipment Layout for a Master Television Station

Presents Stage 4—the addition of more studios and a master control room. Although Stage 3 will cover the needs of most stations for some time to come, Stage 4 will eventually be necessary for all major stations in large cities and for network stations that originate many studio programs.

Get your television station started now with this fully developed, in-production line of RCA equipment



Remote Pick-up Equipment | Relay Equipment | Film Equipment | Studio Equipment | Control-room Equipment | Transmitting Equipment | Antennas

on practical, low-cost television-station planning

HERE'S a complete file of "how-to-go-about-it" information to help you get your television station started immediately. Many money-saving tips are given to keep your investment cost down—practical short cuts to get you on the air quickly.

The layouts and suggestions given are those that engineers, on the basis of their experience to date, believe they need. Stage-by-stage plans are given to permit easy station expansion as your television audience grows. Expansion can be carried on without making original equipment obsolete and with minimum interference to station operation.

The unique construction and programming problem of stations in small towns have been kept in mind, as well as the requirements of large cities. The emphasis throughout is on "down-to-earth" economy; there are no "blue-sky," costly plans.

Any one or all of these booklets are yours for the asking. You will find them an excellent construction check list from which individual adaptations can be made. Just let us know on your company letterhead which bulletins you need. Write Dept. 18-G2, Television Equipment Section, Radio Corporation of America, Camden, N. J.

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Engineer Presents FM's 'Other Side'

Answer to High Fidelity Found in Receiver, Says Ray

By HOMER A. RAY Jr.
Chief Engineer, KIRO Seattle

THERE have been printed two seemingly conflicting articles on the subject of FM. One by James D. Shouse, vice president of the Crosley Corp., a business man; and the other by Prof. Edwin H. Armstrong, inventor of FM, an engineer.

Such statements made by men of different occupations will never clarify the issues until both have the ability and the desire to look fairly at the other viewpoint of the question. I would like to present the other side of the engineering thought on this subject, and would like to hear the other side of the business viewpoint.

Mr. Armstrong is a veteran engineer who has lifted broadcasting to a high engineering level. All the excellence contained in FM, however, is not unique to that system but is found already existing in the AM system to a marked degree. It is significant that manufacturers have not needed to modify their studio equipment to sell it to FM stations. It already contained the high fidelity required, which points to the standard of the whole system.

Shouse Problem

Mr. Armstrong accuses Mr. Shouse of being one of a large group of obstructionists whose object is to talk down FM. I don't believe it. Mr. Shouse is in a business where new mediums are always new opportunities. There isn't any doubt as to whether Mr. Shouse and his organization would like to see FM mushroom into a big industry. It could only mean profit in a dozen ways. It is necessary for Mr. Shouse to determine the difference between facts and advertising, and guide investment on the basis of public acceptance.

Mr. Shouse stated two fundamental objections to FM: (1) It will not replace AM; (2) its high fidelity is largely a myth. The first statement went unchallenged by Mr. Armstrong. The second was qualified by the statement that, ". . . our present form of broadcasting will handle practically every frequency that the human ear can detect anyway." This statement from an engineering point is absolutely correct.

Mr. Armstrong agrees that, "of course the AM system could transmit all the audible frequency range just as the FM system does were it lifted out of the 5000-cycle straightjacket of its present allocation and moved bodily to some other place in the spectrum where room could be found for a 15,000 cycle channel." The substance being that AM is limited to 5000 cycles. Such exaggeration is not compatable with engineering facts.

Station KIRO's AM transmitter, along with other modern installations, puts out modulation frequencies up to 15,000 cycles. In fact the standards for good engineering laid down by the FCC require frequencies up to 10,000 cycles for all new transmitters. The only reason conceivable for setting 5000 cycles for a limit must be the 10,000-cycle separation between stations which makes good reading, but here again the present FCC allocation system considers interference problems up to 40,000 cycles separation and therefore this is not a limiting factor.

Answer in Receiver

There are on the air at this time hundreds of AM stations putting out programs that meet the FCC's distortion, frequency response, and noise level requirements for FM stations.

It might be asked here that if present AM is approximately equal to FM, whence come the experts quoted by Mr. Armstrong who state that FM is so much better? The answer is in the receiver. Present AM receivers have hit two definite patterns, both by public demand. Either they sell for $9.98 or, if larger console models, they have a good tone control on them which cuts off everything above 6000 cycles and accents the bass. True these tone controls have knobs on them but I have yet to find one set in a true high fidelity position that includes 10,000 cycles, at the listener's preference. The point is that this is most people's best conception of AM broadcasting today.

In certain expensive models, the high fidelity position so closely approximates a good FM set that the so-called listening experts will not be able to tell the difference. Incidentally RCA's console models have just been announced and those with FM start at $250 and up. The best way to test the relative advantages of FM would be with a cross section audience, a modern AM station now on the air, and an AM receiver with the engineering standard of excellence built into it that is being built into present FM receivers.

I use the term "present FM receivers" because you will have to hold your hat when the public finds a store selling a portable FM set for $9.98. Such an item is a foregone conclusion if FM reaches sizable proportions. There is no such thing as high fidelity in small table models, FM or AM.

Range Determination

We also find Mr. Armstrong's experts setting a requirement of an 85 decible range for true reproduction. Range is determined by two things: (a) local thunderstorms and (b) maximum noise levels in the transmitter and receiver. FM's single advantage in a thunderstorm and in downtown receiver locations is not contestable. It is an engineering achievement that at present is unique with FM. But stop and consider how much of your listening is spoiled by this menace, and especially in the light of the inherent disadvantages shown in court, such as less coverage, shadows, and drop-outs.

The present requirements on range by the FCC for FM is 60 decibles, not 85 decibles. This 60-decible standard is also being met by most current AM installations and in both AM and FM the receiver will be the limiting factor. FM receivers have no unique advantage over AM types when considering internal noise levels, except those imposed by the competitive manufacturers. Cross modulation will end up in the same pew.

The thing to be noted is that the receiver is the worst offender and that past AM receivers have been a compromise between engineering and cost, while FM sets so far considered have not been compromised in any way on engineering which shows them off to advantage.

FM in the laboratory and on demonstration is not the FM that will be found in the field after a few years of open competition. Mr. Shouse did not warn against FM. He simply said to be careful and spend a little more money on an analysis before investing. A very sound procedure. Mr. Armstrong has said that FM has had a few advantages built into it and is therefore a "must" in every broadcaster's future business. The last statement is not as obvious as the first and needs a lot of analysis from a business standpoint.

I have no axe to grind for AM. From an engineering standpoint, my desire is to build the first and most powerful FM station in the State of Washington, but from a business standpoint I would like to know whether it is the right thing to do. So would Mr. Shouse.

NEW BELL TUBE AID TO VIDEO

War-Born Invention Expected to Revolutionize Microwave Radio-Relay Systems

BELL Telephone Labs. has introduced a new vacuum tube amplifier which is expected to be of particular significance in microwave radio-relay systems and television. Preliminary tests indicate the tube may amplify dozens of full-color or black and white television programs simultaneously, or it might theoretically handle more than 10,000 simultaneous cross-country telephone conversations or more than 100 million words a minute by telegraph.

Developed by Dr. John R. Pierce of the Bell Labs., in collaboration with Dr. L. M. Field and F. H. Best, the tube, technically known as a traveling wave tube, was proposed by a British scientist, R. Kompfner of Oxford U.'s Clarendon Labs. during the war.

It promises to amplify television signals or voice over a frequency band 40 times as wide as that of the best tube now in use. Conservative figures for the new invention show a power gain of 10,000 times over a band width of 800 mc. The present pentode tube can give a power gain of only 10 times over a band width of 20 mc, and a velocity modulation tube, operating in the microwave range, gives the same amplification over a band width of 10 mc.

The Bell tube, which still has not reached full development, is slightly more than a foot long and only a few inches across. An entire amplifier hookup, of which the tube is the heart, occupies space less than two feet long and a few inches square. It can do the work of a maze of tubes and circuits, according to Bell Labs.

Dr. J. R. Pierce and Bell Traveling Wave Tube

The wave to be amplified is fed into the tube at the bulb end through a wave-guide and then drawn off at the other end in the same way. Inside the stem is a long coil of thin wire, or helix, running from one end of the stem to the other. The wave travels along the coiled wire. A beam of electronics, meanwhile, is shot through the inside of the coil down the stem in the same direction the wave is moving.

SYMPHONIES Under the Stars from Hollywood Bowl will be heard by overseas service personnel as well as those in military and Government hospitals through arrangements between Hollywood Bowl Assn. and AFRS. Transcriptions will go to all AFRS outlets including 76 overseas stations, 80 military and naval hospitals, as well as more than 100 veterans hospitals.

SPONSORS

THE MARSHALL DRUG Co., Philadelphia, during the next year plans to spend $150,000 in radio, newspaper and magazine advertising nationally to promote its products. Radio will be used on the East Coast, the South and Midwest. Campaign will increase with sales and production. Agency is Abner J. Gelula & Assoc., Philadelphia.

PEPSI COLA Co., Long Island City (Everess sparkling water), July 15 through Aug. 12 is placing spot announcements on 14 stations in Boston, Pittsburgh, Philadelphia and New York. Spots are in form of a contest with first prize of $1,000 to contestant supplying fourth line of an unfinished jingle advertising Everess. Agency is Young & Rubicam, New York.

GAYMONT LABS., Chicago, has appointed Vandyne, Barlowe & Capstaff, Chicago, as agency. Radio and newspaper campaign of $100,000, to introduce Yoquort, dietary cream, is to be run this fall throughout the Midwest.

DR. L. D. LE GEAR MEDICINE Co., St. Louis (poultry and dog remedies), effective Sept. 7 is sponsoring half-hour of 90-minute "Carolina Hayride and Hit Parade," Saturday night variety program broadcast by WBT Charlotte, N. C.

WILLIAM F. WIMMER has been appointed director of the order and service department of Noma Electric Corp.

EVANS, COLEMAN & EVANS, Vancouver (hardware), is planning a radio advertising campaign on British Columbia stations and has appointed Stewart-Lovick, Vancouver, as agency.

CRESTA BLANCA WINE Co., New York, for summer months has started a test campaign consisting of six spot announcements weekly on WQXR New York. If spots are successful, the schedule will be expanded in the fall. Agency is BBDO New York.

DRACKETT Co., Cincinnati (Drano and Windex), has appointed Young & Rubicam, Toronto, to handle Canadian advertising.

SHEM EL NESSIM Co., Hollywood (cosmetics), has appointed Klitten & Thomas Adv., Los Angeles agency, to handle account.

GOLD FURNITURE Co., Los Angeles (retail), has appointed Ross, Gardner & White Adv., Los Angeles, to handle advertising and has started using weekly spot announcement schedule on KLAC KFOX KWKW XEGM.

G. KRUEGER BREWING Co., Newark, N. J., has appointed Benton & Bowles, New York, as advertising agency effective Sept. 1.

CALIFORNIA BAKING Co., San Francisco (Holsum bread), has appointed Pacific Coast Adv., that city, to handle account effective immediately.

ROBERT S. DANVERS, assistant advertising, sales promotion manager for Standard Labs., New York, has been named director of advertising for the same company and its affiliate, Wm. R. Warner & Co., New York.

ROBERT A. HARDT, vice president in charge of sales promotion and advertising for E. R. Squibb & Sons, New York, has resigned.

MICHAEL McMANUS, former assistant treasurer of Lever Bros., Cambridge, Mass., has been elected treasurer of the company succeeding **ARTHUR M. MacINTYRE**, recently named vice president in charge of finance of the firm.

R. C. ATCHISON, separated from Army, and prior to war advertising manager of Calavo Growers of California, has been made assistant to **G. P. KENNISON**, advertising manager of United-Rexall Drug Co., Los Angeles.

HUYLER'S, Long Island, confection manufacturer and national restaurant operator, has appointed Hanly, Hicks & Montgomery, New York, as agency.

MEETING DEFERRED
Pengra Crosses Continent
For Naught

MARSHALL PENGRA, general manager of KRNR Roseburg, Ore., flew across the continent to attend an NAB Employe-Employer Relations Committee meeting that wasn't held. He had been notified of a committee meeting in Washington July 11. Mr. Pengra is a busy man. A train trip would take too much time. He made air reservations.

Mr. Pengra arrived in Washington, was told the meeting had been postponed to Aug. 12. A check revealed that NAB headquarters had telegraphed all committee members of the postponement. A further check uncovered the fact that all members, save Mr. Pengra, had received their telegrams.

Mr. Pengra boarded a plane in Washington last Tuesday to return home. Western Union started an investigation to learn what happened to the telegram addressed to the Roseburg broadcaster.

"Goody—I've been looking for that WFDF Flint 'Man in the Street'."

NETWORK ACCOUNTS

New Business

PROCTER & GAMBLE, Toronto (Oxydol, Drene), Aug. 19 starts Jack Smith on 24 Trans-Canada network stations, Mon.-Fri. 7:15-7:30 p.m. Agency: Dancer-Fitzgerald-Sample, Chicago.

NOXZEMA CHEMICAL Co. of Canada, Toronto (Noxzema), Sept. 7 starts "Mayor of the Town" on 27 Dominion network stations, Sat. 8:30-8:55 p.m. Agency: Ruthrauff & Ryan, N. Y.

Net Renewals

THE AMERICAN OIL Co., Baltimore, July 18 for 52 weeks renewed sponsorship of "Professor Quiz" on ABC Thurs. 7:30-8 p.m. Agency: Joseph Katz Co., Baltimore.

CURTIS PUBLISHING Co., Philadelphia (Satevepost), Aug. 6 for 52 weeks renews sponsorship of "The Listening Post," on ABC, Tues.-Fri. 10:45 11 a.m. Agency: BBDO N. Y.

KPAC

Deepest in the Hearts of Texans

MBS

BMB

Representatives

Sears & Ayer, Inc.

North Carolina's FAVORITE FARMER!

Harvey Dinkins

Whose daily "FARM FORUM" in the Winston-Salem Journal and "PIEDMONT FARM PROGRAM" on the Journal-Sentinel Station is a MUST for farm families over Rich Piedmont North Carolina and Southwestern Virginia — another reason why WSJS is the top station in the No. 1 Market of the South's No. 1 State.

YOU CAN'T COVER THE FASTEST GROWING STATE IN THE SOUTH WITHOUT WSJS.

WSJS

NBC

THE JOURNAL-SENTINEL STATION

★

Represented by

HEADLEY-REED COMPANY

THREE TO ONE IT'S AN audiodisc

. . . they speak for themselves

IN THE BROADCASTING STATIONS throughout the nation, when a live program is recorded for broadcast—when an off-the-air program is recorded for rebroadcast—when recordings are made for clients or for rehearsal and audition purposes—when recordings are made for reference files—in fact when any recording work is done, Audiodiscs are used three to one.

This outstanding preference for Audiodiscs has been recently confirmed by a double-check survey covering 400 radio stations. Approximately half these stations were called upon and reported the actual number of discs used—Audiodiscs and others. The remainder reported by letter stating the proportion of Audiodiscs used to all other makes. In the first group the Audiodisc percentage was 81, in the second 78%.

Since first produced, these fine discs have consistently maintained those qualities required in the increasingly important work of radio recording. Thus Audiodiscs have gained their place of eminent leadership in the field of sound reproduction.

Audiodiscs are manufactured in the U.S.A. under Exclusive License from La Societé des Vernis Pyrolac—France.

AUDIO DEVICES, INC., 444 Madison Ave., New York 22, N.Y.

TECHNICAL

WILLIAM H. MYERS, during the war Farnsworth Television and Radio Corp. project engineer in charge of aircraft and tank radio transmitters and also in charge of an important electronic bomb sight project for the armed forces, has been appointed chief engineer of he Farnsworth receiver division. He succeeds **J. H. PRESSLEY,** who has been retained as consultant to firm.

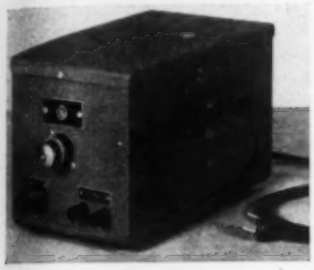
ROSEMARY THOLL, holder of first class permit, has joined the engineering staff of WMFF Plattsburgh, N. Y. She formerly had been with WOKO Albany.

ANSEL ATKINS has been named control operator and maintenance engineer at WAYS Charlotte, N. C. **MAYNARD STEWART** and **LARRY WOFFORD** have been assigned to the transmitter staff. **LON CHANEY** continues as transmitter chief.

REID JACOBSEN, JEROME W. MACKIN and **ROBERT KUNZE** have been added to the technical staff of the Omaha World Herald, operating KOWH and KOAD (FM).

HARL HOCKEBORN, released from the Navy, has rejoined the engineering staff of WFBL Syracuse, N. Y.

WILLIAM CARSON, released from the armed forces, has rejoined the television engineering staff of NBC.



THIS new portable self-balancing potentiometer has just been announced by the General Electric Co. Meter and Instrument Division. Self-contained, unit is called an "autopot," converts small d-c voltages to measurable currents without appreciably overloading measured circuit. Instrument may be applied to telemetering, temperature measurement, analysis of electronic circuits, as a source of constant current and measurement of unbalance in bridge circuits and the drop across shunts where lead resistance is critical. Autopot measures 5x10x7¼ in.

EDWARD R. JAHNS has been named chief electrical engineer of Templeton Radio Manufacturing Corp., New London, Conn.

BILL McCLAIN, AAF veteran, has joined the engineering staff of WSOC Charlotte, N. C.

MARYANN BRENNAN, production department secretary of KECA Hollywood, is representing station in beauty contest to determine "Miss Radio of 1946." Contest is being conducted by George Fisher on his KECA "Hollywood Spotlight" program.

MINIATURE of General Electric's new "Electronic Park" development outside of Syracuse is studied by New York Governor Thomas E. Dewey (l) as Dr. W. R. G. Baker, GE vice president in charge of electronics, explains the model. Laid out and landscaped like a college campus, the modern $20,000,000 plant will incorporate the most modern working conditions for workers and will house the main manufacturing units of the GE electronics department. Other manufacturing units of the department will continue operating at their present locations in seven cities.

RCA Dealer Contest

A WINDOW DISPLAY contest open to all RCA Victor record dealers and sponsored by RCA Victor Division starts Aug. 1 through Dec. 31, 1946, in conjunction with company's tie-in promotion of Warner Bros. film "Night and Day," which highlights observance of 20th anniversary of sound motion pictures Aug. 6. Vieing for first prize of all-expense trip to Hollywood and cash awards totalling $325, entrants required to submit pictures of their windows and essay on "How the Movies Stimulate Record Sales." Top prize is three days in Hollywood, visiting Warner Bros. studios and interviewing stars. Five runners-up prizes include $150 second place, $100 third, three honorary prizes of $25 each.

New Commercial Outlet Is Starting in Shanghai

COMMERCIAL RADIO is under way over XORA Shanghai, operated by Central Broadcasting Administration of Central Government of Republic of China. Two stations, operating under same call letters, broadcasting 10 hour daily schedule in English and Chinese, are being heard respectively on 580 kc with 500 w and 900 kc with 1,000 w.

English language station is planning power increase to 2,000 w with Chinese station stepped-up to 10,000 w by fall, according to their American representative, Howard C. Brown Co., Hollywood, Calif. Expanded broadcast schedules are planned as commercial volume increases.

Thud

WHEN FRANK BURKE, CKLW Windsor-Detroit producer, called a telephone number on the *CKLW Jackpot* program, a woman answered and when he said who he was, he heard a thud, and no more. Though he waited a few minutes he could not get an answer. After the program was off the air he telephoned the same number, got a busy ring. Quarter-hour later the same busy ring. He called the police and they went to the home to find the woman, who had fainted, still unconscious. She had been listening to the program for three years and had just turned her radio off to go shopping when Mr. Burke called.

Sample Honored

JOHN G. SAMPLE, vice president and partner in the firm of Dancer-Fitzgerald & Sample, Chicago, has been awarded the Bronze Star Medal for meritorious service against the enemy while serving as a Navy commander with the Seventh Amphibious Force. According to the citation, Commander Sample distinguished himself in connection with amphibious operations at Atape, New Guinea, from September to November 1944. He entered the Navy as a lieutenant commander in June 1942 and during this active duty served as executive officer of the recruit training command at Great Lakes before being assigned to the Seventh Amphibious Command. He also served in World War I as a captain in the Infantry and was wounded in action.

AMERICAN Lutheran Publicity Bureau, New York, from Sept. 15 through 22 will publicize National Sunday School Week on the Sept. 15 and 22 broadcast of Mutual's "Lutheran Hour," and in spot announcements throughout the country. Special addresses will be given on the Mutual program on the "Importance of Religious Instructions for Children."

5000 WATTS

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

CLEAR CHANNEL HEARINGS?

No.. not interested!

In WEST TEXAS, it's LISTENER LOYALTY, not power, that RINGS THE CASH REGISTER!

WEST TEXAS NETWORK offers POWER COVERAGE of 33 counties, PLUS LOCAL LISTENER LOYALTY!

Conlan's Survey Says:

Morning Periods (8-12)
(Listening Home distribution)

KRBC, 78.2; Power Stations, 16.3; Others, 5.5.

KBST, 72.4; Power Stations, 20.3; Others, 7.3

KGKL, 77.6; Power Stations, 18.2; Others, 4.2.

West Texas, with bank deposits and retail sales up over 400%, is one of the nation's fastest growing markets!

This is The West Texas Network

KRBC ABILENE, TEX. KBST BIG SPRING, TEX.

KGKL SAN ANGELO

JOHN E. PEARSON CO., Natl. Rep.

New York - Chicago - Kansas City

Los Angeles - San Francisco

PROGRAMS

TO ACQUAINT recently arrived G. I. brides with their new homeland and methods of homemaking and child care, WWRL New York in cooperation with the Central Queens Chapter of the American Red Cross July 22 starts "University of the Air," Monday through Saturday 9:45-10 a.m. To be heard for two weeks, series will function as a classroom of the air with dieticians, doctors, nurses and homemaking experts serving as instructors on nutrition, health, child care, housekeeping and American customs. Foreign-born brides will be asked to enroll for the course and questionnaires will be sent to them after each day's radio lecture, to be filled in and sent back to WWRL for corrections. Corrected papers will then be returned.

Foreign Opinions

SPECIAL 45-minute broadcast, "As Others See Us," with pickups of foreign observers all over the world, representing the global opinions of the U. S. as leader of the postwar era, will be presented on CBS July 23, 10-10:45 p.m. CBS Correspondent Charles Collingwood, moderator of the program, will preside over a panel gathered in the network's New York studios and consisting of top American journalists who will comment on the reports from such nations as Canada, Mexico, England and France. Commentaries are to be delivered by Russian and Chinese observers in this country.

Two on MBS

TWO NEW MBS programs, "Under Arrest" and "Tell Your Neighbor," start on the network July 28 and 29, respectively. "Under Arrest," which will be heard Sun. 5-5:30 p.m., replacing "Roger Allen, Criminal Lawyer," is a summer replacement for "The Shadow" which returns to MBS on Sept. 8 for G. Barr & Co., Chicago (Balm-Barr Facial Cream), the Delaware, Lackawanna & Western Coal Co., New York, and the Carey Salt Co., Hutchinson, Kan. Designed to give helpful hints to housewives, "Tell Your Neighbor" will be heard Monday through Friday 11:15-11:30 p.m., replacing "Elsa Maxwell's Party Line." The new show will be cooperatively sponsored.

Goodman Salute

A TRIBUTE to Benny Goodman for his contribution to American music in the form of a 24-hour cavalcade of special programs, will be presented July 24 on WNEW New York. Opening 24-hour salute, Mr. Goodman will appear on "Milkman's Matinee" program at Midnight. With all WNEW shows geared to playing Goodman's music that day, special feature will be a mammoth treasure hunt to be held in conjunction with music stores in the metropolitan area. Ten bandmen arrayed in unorthodox dress will be stationed in the stores from 3 to 5 p.m. with clues to their appearance provided over the air during the day. Listeners visiting stores and making proper identification from information furnished will be rewarded with albums of Goodman's latest recordings.

Market Information

PUBLIC interest campaign of WAGE Syracuse, N. Y., is "Buy what you need, but shop for it," consisting of announcements and news of available merchandise, market trends and prices. Station daily since end of OPA has been surveying local stores and markets and questioning housewives for information. Station is urging personal responsibility for price control.

Appliance Details

PROBLEMS involved in supplying electrical household appliances are reviewed in new sustaining musical variety show of WLW Cincinnati, presented with the assistance and cooperation of the electrical appliance leagues in Kentucky, Indiana, West Virginia and Ohio. Titled "On the Sunny Side," program is heard Thurs. 9 p.m.

Future of Capital

SERIES titled "Tomorrow's Washington," based on plans for postwar growth and improvement of the National Capital, has been revived by WRC Washington as weekly half-hour program. Nine broadcasts, featuring interviews with local government officials, are scheduled.

Recordings Distributed

RECORDINGS of the MBS broadcast of the Army experiments in which radar contact was established with the moon on Jan. 27 will be distributed by the U. S. Office of Education to schools throughout the country for educational purposes. Voted this year by the National Headliners Club as "the best special events broadcast of the year", the special broadcast originated in the Army laboratories at Belmar, N. J., and included the actual sound of radar impulses and the return echo. A master recording has been presented by Tom Slater, MBS director of special events, to the Office of Education.

Format Switch

A NEW format for NBC television's weekly program, "In Town Today," starts Aug. 1 when program moves out of studio to New York's sidewalks for on-the-spot interviews. Using network's super-sensitive Image Orthicon cameras, WNBT will present interviews from the newsstand at Times Square down to Chinatown, with Ben Grauer supplying the commentary. The program formerly brought viewers studio interviews with personalities in the week's news.

Program Resumes

WJJD Chicago has resumed daily broadcasts of the "Bureau of Missing Persons" which is credited with having located successfully more than 3,000 persons "lost" in more than 2,000 cities. Art Linick, director of the National Radio Bureau of Missing Persons, Chicago, prepares the scripts, with Allen Earle as commentator.

Listeners' Records

KOAD, Omaha FM outlet, has new angle on recorded programs. On "Music of the Nations" listeners are invited to appear on the air with their own discs. One listener responded with the latest Czech records which she had brought back to the U. S. only two weeks previous. The Omahan had gone to Europe before the war and until recently was unable to return.

Farm Service

KODY North Platte, Neb., has completed arrangements with the U. of Nebraska Extension Division to broadcast two programs weekly. Starting July 23 broadcasts will present county agents, 4-H leaders and other agriculture authorities as well as representatives of the university experimental farm at North Platte.

For Hospital

PROCEEDS going to Los Angeles West View Hospital, KLAC Hollywood, in cooperation with Los Angeles Daily News made an "in person" presentation of Al Jarvis' "Make Believe Ballroom" in Hollywood Bowl on July 22. Five top orchestras and various combinations, with single acts were scheduled.

WJPF Forum

WJPF Herrin, Ill., in conjunction with Southern Ill. Normal U., Carbondale, Ill., is presenting series of eight round-table discussions featuring members of university faculty. Program originates from SINU campus, Mon. 3:30-4 p.m. (CST).

WIS Salutes

NEW WIS Columbia, S. C. sustainer is "This is South Carolina," program depicting well-known Carolinians of the present century. Aired Sat. 1:15-1:30, station has tie-in with "South Carolina Magazine," which furnishes script.

Child Care Series

IN AN EFFORT to secure foster homes for child-placing agencies of the San Francisco Community Chest, KYA that city has started a 13-week series of dramatic programs on the need for foster homes in area. Programs are broadcast Tues. 10:30 a.m.

Community Chest Campaign

TO EXPLAIN function of 95 agencies dependent upon Los Angeles Community Chest, KGFJ Hollywood has started thrice weekly series. Each program is concerned with a different agency, building to autumn "Red Feather" contribution campaign.

Farm Round Table

WEEKLY HALF-HOUR farm discussion program, "The Farmer Speaks," is now being aired by CKNX Wingham, Ont. Program is a round-table discussion on questions contained in letters from the air audience and is carried on by farmers and farm association members from five counties in western Ontario. Talent from different parts of the area is heard on the program in addition to discussions.

Progress of Medicine

TO EVALUATE importance of medicine, KGFJ Hollywood has started thrice weekly "If They Had Lived." Program deals with personalities of history, showing how modern medicine could have changed their lives and course of world events. Dramatic in character, series is written and narrated by Stanley K. Cochems, Los Angeles County Medical Assn. executive secretary.

CFOS to Cover

CFOS Owen Sound, Ont., is setting up studios at Meaford, 80 miles distant, for week of Aug. 3 and will carry full program schedule from there during the Meaford Welcome Home Week.

Series on Animals

EDITED by William A. Swallow, secretary of the Massachusetts Society for the Prevention of Cruelty to Animals, "Animals in the News" is new human interest feature aired by WBZ Boston and WBZA Springfield, Mass. Program is heard Sat. 2:45-3 p.m.

Veterans Information

VETERANS information series has been started by WOL Washington under title "The Veteran Wants to Know." Former servicemen and authorities on veterans affairs appear on Sunday afternoon program.

KRES Forum

ST. JOSEPH, Mo., businessmen and women discuss topics of local and national interest on "Forum of the Air," new Wednesday evening half-hour round table program of KRES St. Joseph.

Morning Feature

AUDIENCE program started by WKMO Kokomo, Ind., as morning Monday through Friday feature is "Freddie Campbell's Kokomo Kafe," based on home hint interviews and variety entertainment.

WGH Organizes Chorus

WGH Hampton Roads, Va., has organized its own chorus of 50 voices for on-the-air and personal appearance work. George F. Roach, master of music graduate of U. of Michigan and former AAF captain, is director.

WING-WIZE Cover

WING Dayton and WIZE Springfield, Ohio, broadcast highlights of the 10-day Institute of International Relations held at Antioch College, Yellow Springs, Ohio. World problems and domestic conflicts were discussed.

Shopping Service

KCMJ Palm Springs, Cal., broadcasts daily 15-minute "Summer Service Special" to inform listeners as to which local retail stores are staying open for summer.

KTRH Project

KTRH Houston, Tex., is sponsoring a pasture improvement project in cooperation with the Angleton substation of the Texas Agricultural Dept. in which

KTRH is underwriting all expenses incurred by experiments to extend over a three-year period. A two-acre tract has been selected on the outskirts of Houston and Wirt Ferdy, 16-year-old 4-H Club member, will conduct the experiments under the supervision of George H. Roesner, farm and ranch director for KTRH.

Canadian Talent Show

A NEW CANADIAN musical program, featuring top Canadian musical talent, has been recorded by All-Canada Radio Facilities, Toronto, and will be handled in the U. S. by NBC Radio Recording. The 15-minute program, "Reflections," consists of familiar melodies by an orchestra directed by Samuel Herschenhorn, with Russ Titus as vocalist and J. Frank Willis as narrator. Program, directed by George Taggart, is recorded at RCA-Victor studios, Toronto.

Audition Invitations

EFFORT TO uncover and develop new radio talent is being made by KOA-NBC Denver in form of over-the-air announcements inviting talent auditions. Under guidance of General Manager Lloyd E. Yoder and Program Manager Clarence C. Moore, talent with radio possibilities will be coached and schooled at expense of station.

KRNT Cited

KRNT Des Moines has been voted two citations by the State Conference of Iowa Industrial Editors held at Iowa City. Citations were for excellence in features and in photography appearing in the KRNT dealer organ, "Dial Tones," monthly publication of KRNT promotion department.

WBT FM Transmitter

NEW TRANSMITTER building and tower for WBT Charlotte, N. C., FM station [BROADCASTING, July 15], will be erected on recently purchased plot 16 miles from Charlotte, on Spencer Mountain, Gaston County, N. C. Antenna will reach 1090 feet above terrain and will cover listening area of 27,600 square miles. Space will be provided on new antenna site for future installation of color television tower.

New Tube Test

TWO new specialized transmitting tube test installations, for complete static and oscillator testing of high-power tubes for broadcasting and industrial applications have been made in RCA tube plant, Lancaster, Pa. Housed in separate units, equipment, developed by RCA engineers, is capable of testing tubes with input ratings up to 150 kw at 1.5 mc. Second will test tubes with maximum of 300 kw input at 25 mc.

STRICTLY public were the industry relations discussed July 12 by the NAB Public Relations Executive Committee [BROADCASTING, July 15]. At meeting were (seated, l to r): Matthew H. Bonebrake, KOCY Oklahoma City; NAB President Justin Miller; C. E. Arney Jr., NAB secretary-treasurer; Dorothy Lewis, NAB coordinator of listener activity. Standing, Phil Hoffman, KRNT Des Moines; James H. Moore, WSLS Roanoke; Richard H. Mason, WPTF Raleigh; George Crandall, CBS; William B. Quarton, WMT Cedar Rapids; Frank King, WMBR Jacksonville; Ted Heffron, NAB executive assistant, public relations; Charles A. Batson, NAB director of information.

Craven & Hedrick Executive Says Cost Of Recalled Impressions Is Important

EDITOR, BROADCASTING:

BROADCASTING missed the point!

Congratulations on alert reporting of the significant St. Louis Spot Recognition Survey, conducted by Politz and bankrolled by Ed Petry!

Mr. Hagedorn

You failed to report, however, the cost per 1,000 recalled impressions. That is the PAYOFF on radio advertising, the yardstick of efficiency.

Here's the record.

COST PER 1,000 RECALLED IMPRESSIONS

First Month

Account	Rating	Cost per 1,000
Marlin (Razor Blades)	27%	$0.54
Adam's Clove (Chewing Gum)	50%	1.31
Chiclets (Chewing Gum)	48%	1.36
Ludens (Cough Drops)	51%	1.53
Mennen (Baby Powder)	34%	1.57
Colgate (Liquid Hand Cream)	51%	1.87
Beechnut (Chewing Gum)	49%	1.90
Goodyear (Rubber Soles)	30%	1.96

Rates include discount for 52-week consecutive broadcasting. Population base—Metropolitan St. Louis Area.

As advertising agents for Marlin Blades, we are glad to observe that our client led the field in cost-per-1,000 impressions.

HORACE HAGEDORN
Vice President
Craven & Hedrick Inc.
522 Fifth Avenue
New York 18, N. Y.

July 16, 1946

Agency Meeting

AFFILIATED Advertising Agencies Network, comprising 28 agencies in major marketing areas in the U. S., will hold its annual meeting in Salt Lake City, Sept. 19-22. Meeting will be in charge of Richmond T. Harris, R. T. Harris Adv., Salt Lake. Virgil A. Warren of Virgil A. Warren Adv., Spokane, Wash., will direct the general program. Network headquarters are in San Francisco with Robert B. Young as national director.

CHML Increases

CHML Hamilton, Ont., has increased power from 1 kw to 5 kw day and 1 kw night, on 900 kc, the Radio Branch, Department of Transport, Ottawa, has announced. CHML installed RCA equipment.

SITUATION IN MUSIC EXPLORED AT MEET

THE NAB Music Advisory Committee held its initial meeting in New York's Waldorf-Astoria last week for exploratory discussions on the relations of the industry to the ASCAP-BMI music licensing problems. Special attention was paid to the relationships of the FM and television stations and to the problem of assisting newcomers in the industry in gaining an understanding of the background of music performance licenses. It was agreed that a full presentation of this subject at the forthcoming NAB convention would be most helpful and desirable.

Another purpose of the meeting was to begin the preparation of a plan of action regarding the music licensing contracts which come up in 1948.

Judge Justin Miller, president of NAB, presided at the meeting. Those present were: Campbell Arnoux, WTAR Norfolk; Ed Yocum, KGHL Billings, Mont.; Sydney Kaye, BMI; Robert Mason, WMRN Marion, Ohio; Herbert Hollister, KMMJ Grand Island, Neb.; Don Petty, NAB General Counsel; and C. E. Arney Jr., NAB Secretary-treasurer.

House Workshop

TO ENCOURAGE talent latent in its page staff, office personnel and others, NBC Hollywood has set up a workshop with activities under actual broadcast pressure although not aired. Idea belongs to Herb Purdum, page supervisor.

Serving

The Third Largest Market

in the

Fourth Richest State

•

W C O L

COLUMBUS

The Listening Habit of Central Ohio

•

Represented by

THE HEADLEY-REED CO.

IN EASTERN NORTH CAROLINA THE DIALS STAY TUNED TO

WRRF

In every section of the nation there is one station that is recognized as the leader. In Eastern North Carolina, heart of the rich Bright Leaf Tobacco Belt, that station is WRRF.

WRRF is the regional station of a wealthy and growing market of 600,000 population. The WRRF trade area, radiating from its home in Washington, N. C., includes many prosperous small towns surrounded by one of the most fertile agricultural belts in the nation.

Last year's tobacco crop alone brought $175,000,000.00 into this market. This market is a stable economy soundly based on agriculture. Its increase in buying power is due to higher prices for its premium products and increased yields brought about by scientific farming methods.

If you want to reach this "as good as gold" market . . . invest your advertising dollar in WRRF. Write us today for our new informative booklet.

Affiliated With
ABC NETWORK

TAR HEEL
BROADCASTING SYSTEM
WASHINGTON, NORTH CAROLINA
National Representatives
FORJOE & CO.
New York . Los Angeles . Chicago

FCC Actions

(*Continued from page 64*)

Universal Bcstg. Co., Hazard, Ky.—Granted petition for waiver of Sec. 1.384 of the Commission's Rules, and accepted applicant's late appearance.

Radio Peoria, Ill., Peoria, Ill.—Same.

WMCA Inc., New York—Granted petition for leave to amend its application for a new FM station so as to show change in officers of corporation; show revised estimates of cost of installation; revised engineering information, etc., and the amendment was accepted.

John H. Fitzgibbon, Roy Jarman & Temple V. Ehmson, Oregon City, Ore.—Granted petition for leave to amend its application for CP so as to change paragraphs referring to eqpt. etc., and the amendment was accepted.

North Jersey Radio Inc., Newark, N. J.—Granted petition requesting leave to amend its application for a new FM station so as to show the names of Richard B. Scudder and Wallace H. Scudder as directors; and to show amount of stock now held by various stockholders, and the amendment was accepted.

WLOF Orlando, Fla.—Granted motion for leave to amend its application, so as to change paragraphs of application to show changes in equipment, and the amendment was accepted.

KWSC Pullman, Wash.—Granted motion for waiver of Sec. 1.384 of the Commission's rules and accepted applicants appearance filed late in re application in Docket No. 7537.

Mid-State Bcstg. Co., Peoria, Ill.—Granted motion to amend its application for a new FM station so as to reflect information regarding stock subscription, and the amendment was accepted.

Colonial Bcstg. Co., Providence, R. I.—Granted motion to amend its application for a new FM station, so as to change paragraphs of application to show revised engineering data, and the motion was accepted.

Texas Telecasting Corp., Amarillo, Tex.—Granted petition to dismiss without prejudice its application for CP.

Panhandle Bcstg. Corp., Amarillo, Tex.—The Commission, on its own motion removed from the hearing docket application, which was designated for consolidated hearing with above application of Texas Telecasting Corp.

Freeport Bcstg. Co., Freeport, Ill.—Granted petition requesting change of location of hearing new schedule for July 31 at Freeport, Ill. on petitioner's application and that of Kenneth C. Zweifel and scheduled said hearing in Washington, D. C. for July 31.

Mid-Coastal Bcstg. Co., Washington, D. C.—Referred to the Commission for consideration with other Washington FM applications, applicant's motion to dismiss its application without prejudice.

KGLU Safford, Ariz.—Granted petition for leave to intervene in the hearing on application of KTBS, Shreveport, La.

Board of Missions & Church Exts. of The Methodist Church, New York—Granted motion to amend its application for a new FM station, so as to change the applicant to the "Radio Corp. of the Board of Missions and Church Extension of the Methodist Church, Inc." and the amendment was accepted.

Antilles Bcstg. System, Inc., Rio Piedras, P. R.—Granted petition for leave to amend its application for a new station and submit a new Exhibit 4 to show the sum of $97,000 deposited by petitioner in National City Bank of San Juan was transferred to the Banco De Ponce, San Juan, and the amendment was accepted.

WCAL Northfield, Minn.—Granted petition to dismiss without prejudice its application for modification of license.

KUOM Minn.—Granted petition to dismiss without prejudice its application for CP.

Old Colony Bcstg. Co. Inc., Brockton, Mass.—Granted petition to dismiss without prejudice its application for CP.

Radio Corp. of Puerto Rico, San Juan, P. R.—Granted motion to amend its application for CP so as to supply additional engineering information, and the amendment was accepted.

Radio Airways, Inc., Eugene, Ore.—Granted petition requesting leave to amend and remove its application from the hearing docket; accepted amendment to show changes in ownership of stock of petitioner corporation, and change in frequency requested from 1520 to 1550, etc. and the application was removed from the hearing docket.

KHTN Inc., Houston, Tex.—Granted petition for leave to amend its application for CP to show an increase in capital stock authorized; to show an increased estimated cost of installation and to show a modified DA system, etc. and the amendment was accepted.

JULY 17

BY ADMINISTRATIVE BOARD

KDON Monterey, Calif.—Granted authority to determine operating power by direct measurement.

W3XMB Baltimore, Md.—Granted Special Temp. Authority to operate a WE 503-B-1 transmitter on 102.5 mcs. with 1 kw power, with folded dipole antenna 212 ft. above ground, for a period of 90 days from date of grant, in order to render FM program service. (Cancellation clause).

W1XCG Boston—Granted extension of special temporary authority to use a composite transmitter on 590-615 mcs. with power not to exceed 200 watts, for experimental television transmission, for the period July 14 to August 12. (Cancellation clause).

R. G. LeTourneau, Toccoa, Ga.—Granted special temporary authority to operate a GE 250-w transmitter with temporary antenna, on channel 249, 97.7 mc., on top Currahee Mountain Peak, nr. Toccoa, for a period of 90 days from date of grant.

By COMMISSIONER HYDE

WSUI Iowa City, Iowa.—Granted Special temporary authority to operate a minimum of 6 hours daily, for a period beginning Aug. 7 and ending Sept. 23, in order to observe Univ. summer vacation period.

BY ADMINISTRATIVE BOARD

WICY Malone, N. Y.—Granted modification of CP, which authorized a new station, to change type of transmitter (Gates Radio Co. 250-01).

KICA Clovis, N. M.—Granted authority to make changes in automatic frequency control units.

WKIX Columbia, S. C.—Granted authority to determine operating power by direct measurement. The license is granted a waiver of Sec. 3.60 of the Commission's Rules; conditions.

WJPR Greenville, Wis.—Granted CP to install a new transmitter. (RCA BTA 250L).

WIBU Poynette, Wis.—Granted license to cover CP which authorized a new antenna and changes in ground system; also granted authority to determine operating power by direct measurement.

WOLS Florence, S. C.—Granted authority to make changes in automatic frequency control unit.

WWSW Pittsburgh—Granted authority to determine operating power by direct measurement of antenna.

WLAR Athens, Tenn.—Granted license to cover CP which authorized a new station to operate on 1450 kc 250 w, unlimited time. Also authority to determine operating power by direct measurement. Licensee is granted a waiver of Secs. 3.55 (b) and 3.60 of the Commission's rules; conditions.

KWBU Corpus Christi, Tex.—Granted authority to determine operating power by direct measurement.

(*Continued on page 81*)

Ain't We Been Tellin' You...!

94

NEW PEACETIME MANUFACTURERS

JUNE 1, 1945 . . . Miami had 390 peacetime manufacturing plants producing a total of 130 different articles.

JULY 1, 1946 . . . 94 New peacetime manufacturing plants have been added producing 49 different articles.

Miami is a Year 'Round Market

Reach it through

WIOD MIAMI

National Representatives
GEORGE P HOLLINGBERY CO
Southeast Representative
HARRY E. CUMMINGS

JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

SUMMER TIME

Is Selling Time in Savannah. And WSAV sells at the lowest per person cost of any medium.

NBC

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

Newspaper Ownership of Radio Stations Is Criticized by Canadian Socialist

CONTENDING THAT ownership of radio stations by newspaper proprietors is a danger to democratic freedom of speech, M. J. Coldwell, leader of the Co-operative Commonwealth Federation (Socialist) party in Parliament at Ottawa, suggested divorcement of multiple ownership of radio stations by newspapers, during the questioning of independent stations before the Parliamentary Radio Committee on July 11 and 12.

F. H. Elphicke, manager of CKWX Vancouver, speaking from 10 years experience with broadcasting stations (CKRC, CKCK, CKRM), owned by the Sifton group of newspapers in western Canada, told the Committee that he had never had any editorial or other interference with his management. Even when it came to the commercial side he had been told to stand on his own feet, he said.

Following presentation of the briefs of the Canadian Association of Broadcasters and during questioning by Committee, Henry Sedgwick, CFRB Toronto, CAB chairman of the board, told the committee that if private stations were allowed to make their own deals with the communication companies for lines, instead of dealing through the CBC, they could operate provincial or district networks which would allow sponsors to put on better programs.

Questioned about the statement made in the CAB brief that there was danger of the CBC becoming dominated by commercialism, Ken Soble, CHML Hamilton, told the committee that CBC depended on a few large advertisers for network programs, while private stations had a large number of sponsors. Loss of one or two advertisers would thus affect CBC more than a similar loss would independent stations. CAB, he pointed out, was not suggesting CBC policy on programs would be influenced by commercialism, but only that CBC might not be able to fulfill its functions of looking after minority interests in broadcasting for which it received license fees from listeners amounting to almost $4,000,000 annually.

CAB estimates that CBC loss this year would be more than $250,000, brought an admission from Dr. A. Frigon, CBC general manager, that this figure would under normal practice be correct, but this year CBC would not charge depreciation on plant and equipment, having written down in previous years its assets from $3,184,000 to $980,000. Loss, however, without depreciation, in the 1945-46 year would be at least $78,000, due in a large part to overseas operations.

Dr. J. J. McCann, Minister of National Revenue, with jurisdiction over broadcasting, suggested following CAB recommendation of an appeal board, that CBC board of governors be divorced from operating division of the CBC, and act as an appeal board for the CBC and independent stations. This is to be further discussed by the committee.

Jack Stilwell

JACK STILWELL, 49, member of KRNT Des Moines sales staff, died of a heart attack June 29. Mr. Stilwell was the oldest employe from point of service at KRNT, having been there 14 years. He is survived by his wife, Bernyce, his mother and father.

WRAL Names C. E. Bair Public Service Director

CLIFFORD EDWIN BAIR, producer, music teacher and singer, has been named public service director of WRAL Raleigh, N. C. His duties at WRAL will be to find and produce talent, provide opportunity for radio and public performance of WRAL musical and dramatic talent, and to handle all public service programs. If there is sufficient public demand, the station is planning, under Mr. Bair's direction, to produce light and comic operas in cities of the surrounding territory.

Mr. Bair

Mr. Bair has won recognition as a tenor, and is president of the National Assn. for Opera, national chairman of opera for National Federation of Music Clubs, and regional governor of National Assn. of Teachers of Singing. For a number of years he has been producer of Piedmont Music Festival.

Day Ratings

TO LIST of popularity rating of daytime shows in New York as reported by Pulse Inc. [BROADCASTING, July 1] should be added Harry Clark News 6.6 and Arthur Godfrey 5.7. Omissions were in original Pulse report.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

•

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Drum up MORE SALES with . . .

CLEVELAND'S Chief STATION

WJW, Cleveland's *Chief* Station, beats the tom-tom that calls in more dialers per dollar, signals that reach a larger daytime audience in Cleveland than any other regional station.

BASIC ABC Network CLEVELAND, O. WJW 850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

You Can't COVER THE WEST without KSL 50,000 WATTS

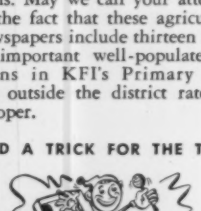
SALT LAKE CITY • CBS

SHORT LESSON IN HORN TOOTING

(Program Glorification Division)

Early this year Station KFI allocated an audience-promotion budget of more than forty thousand dollars to be used in various media during 1946 to promote both local and network offerings. The indubitable talents of our agency (Dan B. Miner Co.) were pooled to create a general theme to carry through the various segments of this continuing campaign. Media include: Dash Cards, Inside Car Cards, Outdoor Posters, Newspapers in Southern California having radio publicity columns, Women's Magazines, California's six leading agricultural Magazines plus Newspapers in agricultural areas. May we call your attention to the fact that these agricultural newspapers include thirteen sheets in important well-populated regions in KFI's Primary Area but outside the district rated by Hooper.

AND A TRICK FOR THE TRADE



To the regular weekly meeting of the Los Angeles Advertising Club at the Biltmore Hotel, KFI brings a five minute news broadcast by direct wire. Along with the news headlines of the moment, this airer presents a humorous commentary on Ad Club events, personalities and guest speakers. The stunt is always well received and comments from members are flattering as all-get-out. Just seems KFI can't ever miss.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

PROMOTION

SALES PROMOTION meeting of 75 salesmen from the Chicago area of Standard Oil Co. (Indiana), officials of Standard Oil Co. and representatives of McCann-Erickson, Chicago, was held July 18 in the studios of WBBM Chicago. Purpose of meeting was to give sponsor's salesmen a background of radio advertising which they could present to Standard dealers. Speakers included Don Kelley, director of WBBM public relations; Everett Holles, WBBM news editor, and Creighton Scott, commentator. Latter two are sponsored by Standard Oil of Indiana on WBBM.

'Reddy Kilowatt' Promotes

NEW SERIES on WOWO Fort Wayne, Ind., "The Happy Gang," is being heavily promoted with support from its sponsor, Indiana Service Corp., and the station. There are dash cards on all of the city's 110 street cars and trolley coaches; 700 employes of the company received an invitation to listen; small stickers are being used on nearly 30,000 monthly statements and all correspondence sent out by the Service Corp.; station is using stickers on its bulletins to trade and homemakers and a raft of promotion material on the show is being sent to all electrical appliance dealers in the city. All promotion issued in name of "Reddy Kilowatt," symbol of electrical service. Show is heard Sun. 1:30-2 p.m. (CDT).

Comfort Drive

CAMPAIGN of Max Falkenstein, "The Old Timekeeper" of WREN Lawrence, Kan., to secure freedom from uncomfortable habiliment during hot summer months is being spurred by the WREN Trofmoc Club and novel membership cards. Trofmoc (spelled backwards) means no neckties, no buttoned collars, no sleeves rolled down, etc. Endorsement by civic and business notables has added impetus to membership drive.

KYW Displays

KYW Philadelphia has placed illustrated news pictures in 115 store windows over a 10-county area as part of station's expanded promotion campaign. News pictures are mounted in clock-topped display stands with prominent KYW mention across base of the display. Attention is called to the pictures and store locations in special announcements heard daily over the station.

WPAY Brochure

GROWTH of radio and Portsmouth, Ohio, as well as WPAY Portsmouth, are paralleled in souvenir brochure prepared by the station. Photos of various staff members at work are included. Status of television, FM and other advancements of the art are outlined.

O'Brien & Dorrance Folder

TO ANSWER question "Just exactly what is it you folks do?", O'Brien & Dorrance, New York, promotion service organization, has prepared a brochure relating not only what the firm does but how it is done. Folder is titled "And we're just the people to do it."

Listening in Edmonton

CJCA Edmonton, has issued a colorful booklet on "Morning Radio Listening Habits in Edmonton," showing results of a survey made on listening habits from 6:15 a.m. to 12 noon. Booklet also gives data on Edmonton as a market center.

KGVO Folder

FOLDER promoting the participation program of Mrs. Berlin Boyd, home making authority of KGVO Missoula, Mont., has been distributed by the station in company with a fact sheet of information briefs concerning KGVO and the Missoula market.

WOW Coverage

WOW Omaha has increased its coverage map, now showing WOW ratings in seven small cities 60 to 125 miles from Omaha. Figures are included in promotion sheet issued by station. Coverage map is included.

Grocer Give-Away

SLIDING calculator for grocers, designed to quickly give mark-up for retail prices over wholesale costs, is being distributed to area grocers by KYW Philadelphia.

Aid to Timebuyers

CKNW New Westminster, B. C., has issued a timebuyer's calendar on a blotter. Months are set up in columns of three, 13 weeks to the column, to facilitate timebuyer calculations.

Free Speech Contest

CONTEST to promote its trade symbol, "Free Speech Mike," is being conducted by KMPC Hollywood. Continuing through Mid-December, contest invites listeners to submit letters of 50 words or less on why they believe in free speech. Contestants are separated into two age groups, division being 16 years. Grand prizes are set for weekly winners with judges panel consisting of Mayor Fletcher Bowron; V. Kersey, Los Angeles superintendent of schools, and J. Shelton, president, Chamber of Commerce.

IDENTICAL SPORTS ATTIRE was donned by members of WBNS Columbus, Ohio, for coverage of the Columbus $10,000 Invitational Golf Tournament. Dressed in sand colored trousers, brown and white belts, and yellow sport shirts with WBNS monogrammed pockets are (l to r): Russ Canter, Irwin Johnson, Bill Corley and Marty DeVictor.

CHNS Booklet

CHNS Halifax, N. S., has issued in booklet form its wartime program, "Now It Can Be Told," relating to facts about Halifax during the war. Booklet is published jointly with program's sponsor, Nova Scotia Light and Power Co.

House for a Veteran

HOUSE for a veteran is being built by KFVD Fort Dodge, Iowa, as guide and aid in solving local housing shortage. Program series is following progress of "House for Joe" project and booklet is to be published on completion of dwelling, to be sold at cost.

Program Folder

PROMOTION folder concerning its public interest series on atomic energy, "Behind the Atom," has been prepared and distributed by KLZ Denver. Illustration shows Dr. Walter O. Roberts, solar astronomist and program conductor, at work in his observatory.

Veterans Aid

WBBM CHICAGO has ordered a second printing of its "WBBM Veteran's Benefit Guide," promotion piece telling governmental benefits and services available for veterans, and distributed by the station's education department.

WDAY Presentations

PAIR of presentations has been issued by WDAY Fargo, N. D., relating details of two public interest projects. First concerns "Nylons for Homes," in which station assisted Junior Chamber of Commerce in solving area housing shortage. Second reviews broadcasts and activities of the WDAY-sponsored North Dakota delegation to the 1946 National 4-H Club Camp in Washington, D. C.

Presents Albums

ALBUMS of the Franklin D. Roosevelt "Rendezvous With Destiny," have been presented by WSB Atlanta, Ga., to Emory U., Fulton County schools, Atlanta public schools and Dekalb County schools.

News Briefs

DAILY last minute news summary is being distributed by WTAG Worcester, Mass., to guests at new Bancroft Room, Sheraton Hotel business men's luncheon room.

WAYS Signs

HUGE illuminated signs atop various buildings in the city are being erected by WAYS Charlotte, N. C., as part of its local promotion campaign.

Promotion Personnel

WALTER BLAKE, released from the Army as lieutenant colonel and prior to Army service in the research department of Lever Bros., has been named promotion manager of WSJS and the Winston-Salem Journal and Twin City Sentinel, both published by Piedmont Publishing Co., owner of WSJS.

JIM STOVIN, former announcer of CJOR Vancouver, B. C., has joined the promotion department of CJOR.

RUSS TOMLINSON, discharged from the Canadian Army after five years' service, has joined CFOS Owen Sound, Ont., as station promotion and market research director.

CHARLES OPPENHEIM, director of exploitation at WOR New York, and his wife, **ELAINE KENT,** radio actress, are the parents of a girl, Barbara Jo.

M. H. MEDEARIS, for three years promotion manager of the St. Louis Star Times and KXOK St. Louis, has resigned to enter partnership in an advertising art studio Aug. 6 with **JAMES BLAIR,** formerly of Stix, Baer & Fuller and Olian Adv., St. Louis.

ED SHORT, assistant director of public information, Foote, Cone & Belding, Chicago, has resigned to become director of promotion and publicity for WJJD Chicago. He succeeds **BOB WARD,** promoted to station's sales staff.

CLYDE CLEM Jr., AAF veteran, has been appointed director of sales promotion and publicity for WSOC Charlotte, N. C. He has been staff announcer.

MARK FINLEY, public relations director of Don Lee Broadcasting System, Hollywood, has been awarded Legion of Merit for work with Army in Ireland.

THE SHOW WITH A 10.5 HOOPER
Harry S. Goodman
19 EAST 53rd STREET 75 Madison Avenue NEW YORK CITY
presents
MYSTERY HOUSE
— NOW TRANSCRIBED —
Available in a number of good local or regional markets.
This is one of the most exciting half-hours in radio!
THRILLS FOR THE WHOLE FAMILY
KEEP OUT

FCC Actions

(Continued from page 78)

Educational—91.7 mc

KOAG Stillwater, Okla.—Granted modification of CP which authorized a new non-commercial educational broadcast station, to specify the freq. 91.7 mc; change transmitter site to W. side of Highway 40, 4¼ miles S. of Stillwater; change type of transmitter and make changes in antenna system.

Special Authority

WBXUB Seven Hills Village, Ohio—Granted special temporary authority to broadcast regular programs between the hours 2 to 10 p.m. daily including Sunday, only for a period of 90 days from date of grant.

Video—66-72 mc

WBNT New York—Granted CP to install new visual and aural transmitters (Vis. RCA T-1 Max. 4 kw, peak, and Aur; RCA FM-3A (Mod.) Max. 3 kw) and make changes in antenna system, and specify channel No. 3, 66-72 mc.

FM—102.1 mc

KSTP-FM St. Paul, Minn.—Granted extension of special temporary authority to operate a composite, 250 w transmitter on 102.1 mc with a singlelayer turnstile antenna located at St. Paul Hotel, for a period beginning July 18 and ending no later than Oct. 15, in order to conduct an FM program service.

JULY 18

BY COMMISSION EN BANC

Video—82-86 mc

The Philadelphia Inquirer, a Division of Triangle Publications Inc., Philadelphia—Granted CP for a new station; channel 6, 82-86 mc; power: 18.1 visual; 9.3 aural; antenna 500 feet. Conditions: (1) contingent on CAA approval; (2) permittee to install frequency monitor having accuracy of 0.001% or better; (2) equipment to meet all performance requirements of Commission's Television Standards.

Video—60-66 mc

Philco Products Inc., Philadelphia—Granted CP to specify channel for existing station WPTZ as 3, 60-66 mc; make changes in antenna system, and change location of main studio. Condition (1) that permittee shall install frequency monitors having an accuracy of 0.001% or better when available. (2) that within four months from date of authorization, the licensee shall file an application for CP specifying an installation which complies with the Commission's rules and standards.

Video—76-82 mc

Allen B. DuMont Lab. Inc., New York—Granted CP to specify channel for existing station WABD as 5, 76-82 mc; make changes in antenna system, and change location of main studio, on condition that (1) permittee to install frequency monitor having accuracy of 0.001% when available; (2) that within 4 months from date of authorization the licensee shall file an application for CP specifying an installation which complies with the Commission's rules and standards.

Video—198-204 mc

The Chronicle Pub. Co., San Francisco, Calif.—Granted CP for a new television station channel 11, 198-204 mc; power 18.24 kw visual; 19.2 kw aural; antenna 2281 ft; contingent on CAA approval; and (2) Sec. 3.652 waived but permittee is required to install frequency monitor having an accuracy of 0.001% when available; (3) the Commission may require permittee, without a hearing, to install an appropriate DA for the purpose of reducing the radiation in the direction of Sacramento, Calif., to a value to be specified.

Video—76-82 mc

Scripps-Howard Radio Inc., Cleveland—Granted CP for a new station; channel 5, 76-82 mc; power: visual 40 kw; aural 37.4 kw; antenna 540 feet; contingent on CAA approval and (2) waiver of Sec. 3.652 required. Permittee to install frequency monitor of accuracy of 0.001% or better when available.

Assignment of License

WPTZ Philadelphia, Pa.—Granted consent to assignment of license of station WPTZ and relays, from Philco Products Inc. to Philco Television Broadcasting Corp. (The purpose of the transfer is to segregate the television activity formerly carried by the transferor in a separate corporation under the same ownership and the same general management.)

FM—90.5 mc

Grant Union High School and Technical College, North Sacramento, Calif.—Granted CP for a new station; channel 213, 90.5 mc; power 0.8 kw; antenna 470 feet; approved types of frequency and modulation monitors to be used; site subject to CAA approval.

FM—90.1 mc

School District No. 4, Lane County, Ore., Eugene, Ore.—Granted CP for a new station; channel 211, 90.1 mc; power 0.3 kw; antenna —45 feet; approved types of frequency and modulation monitors to be used; site subject to CAA approval.

FM—Hours

Radio Station WMIT Winston-Salem, N. C.—Granted request to operate FM station WMIT from 5:00 p.m. (EST) until midnight (EST), Sundays through Saturdays, for a period ending no later than Jan. 15, 1947, suspending Sec. 3.261 of the Commission's rules.

Applications . . .

JULY 13

AM—890 kc

Theodore Granik, Washington, D. C.—CP new station 890 kc 5 kw and daytime hours.

AM—620 kc

Triangle Bcstg. Associates Inc., Hackensack, N. J.—CP new station 620 kc 250 w and unlimited hours.

AM—1090 kc

Elias I. Godofsky, Hempstead, N. Y.—CP new station 1090 kc 250 w and daytime hours.

AM—1490 kc

WTVL Waterville, Me.—License to cover CP which authorized new station; authority to determine operating power by direct measurement of antenna power.

AM—1190 kc

Suburban Bcstg. Co., Framingham, Mass.—CP new station 1190 kc 1 kw and daytime hours.

AM—1490 kc

Telecolor Corp., West Springfield, Mass.—CP new station 1490 kc 250 w and unlimited hours.

FM—Unassigned

Springfield Bcstg. Co., Springfield, Mass.—CP new FM station to be operated on frequency to be assigned by FCC and coverage of 12,635 sq. mi.

AM—1490 kc

Mercer Bcstg. Co., Princeton, W. Va.—CP new station 1490 kc 250 w and unlimited hours.

AM—860 kc

Robert R. Thomas Jr., Oak Hill, W. Va.—CP new station 860 kc 250 w and daytime hours.

AM—650 kc

Southern Virginia Bcstg. Corp., Crewe, Va.—CP new station 650 kc 1 kw and daytime hours.

AM—860 kc

The Miami County Bcstg. Co. Inc., Piqua, Ohio—CP new station 860 kc 250 w and daytime hours.

FM—104.1 mc

Stillwater Publishing Co., Stillwater, Okla.—CP new community FM station to be operated on channel 281, 104.1 mc—AMENDED: to change transmitter location and specify coverage as 7,260 sq. mi. and population of 231,747.

AM—1490 kc

Fayetteville Broadcasters Inc., Fayetteville, N. C.—CP new station 1490 kc 250 w and unlimited hours.

AM—1230 kc

Wayne M. Nelson Inc., Fayetteville, N. C.—CP new station 1230 kc 250 w and unlimited hours.

AM—1450 kc

Edney Ridge & Hadley Hayes, d/b as Carolina-Northwest Bcstg. Co., North Wilkesboro, N. C.—CP new station 1450 kc 250 w and unlimited hours.

AM—1230 kc

Eugene E. Stone, Florence, S. C.—CP new station 1230 kc 250 w and unlimited hours (contingent on grant of WOLS)

AM—1140 kc

Alfred Achilles Corcanges, Mineral Wells, Tex.—CP new station 1140 kc 250 w and daytime hours.

AM—710 kc

Dean Covington, J. W. Tromerhauser & Edward Nixon McKay, a partnership d/b as Coosa Valley Radio Co., Rome, Ga.—CP new station 710 kc 1 kw and daytime hours.

AM—1340 kc

Brookhaven Bcstg. Co. (partnership Tullius Brady and Dalton B. Brady), Brookhaven, Miss.—CP new station 1340 kc 250 w and unlimited hours.

AM—1490 kc

KPDR Alexandria, La.—License to cover CP (as modified) which authorized new station. Authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

WGCM Gulfport, Miss.—CP install new transmitter.

AM—1280 kc

KSFT Trinidad, Col.—License to cover CP (as modified) which authorized new station. Authority to determine operating power by direct measurement of antenna power.

AM—1240 kc

Rawlins Bcstg. Co., Rawlins, Wyo.—CP new station 1240 kc 250 w and unlimited hours.

AM—1230 kc

Intermountain Bcstg. Co., Alamogordo, N. M.—CP new station 1230 kc 250 w and unlimited hours.

AM—1230 kc

Mojave Valley Bcstg. Co. (partnership of William T. Brown, Burton C. Boatright & Robert E. Reno), Barstow, Calif.—CP new station 1230 kc 250 w and unlimited hours.

AM—1280 kc

KFOX Long Beach, Calif.—License to cover CP (as modified) which authorized installation new transmitter.

FM—Unassigned

Hughes Productions, Division of the Hughes Tool Co., Los Angeles—CP new FM station on frequency to be assigned by FCC and coverage of 7,315 sq. mi.—AMENDED: to specify class of station as rural, change coverage from 7,315 sq. mi. to "To be determined by FCC," change type transmitter and transmitter location from Los Angeles to Mt. Wilson, Calif., make changes in antenna system, officers and directors, change name from Hughes Productions, a division of the Hughes Tool Co., to Hughes Tool Co., studio to Hollywood.

FM—Unassigned

Hughes Productions, Division of the Hughes Tool Co., Los Angeles—CP new FM station on frequency to be assigned by the Commission and coverage of 10,790 sq. mi.—AMENDED: to change name from Hughes Productions, Division of the Hughes Tool Co. to Hughes Tool Co., change in officers and direc-

(Continued on page 82)

BALTIMORE'S *Listening Habit*

WBMD

MUTUAL BROADCASTING SYSTEM

John Elmer, Pres.
George H. Roeder, Gen'l Mgr.
FREE & PETERS, Inc., Exclusive Nat'l Rep.

Can't teach you to swim this afternoon, lady. WFPG you know!

52%* more listeners . . .

It's a fact 52%* more people listen to WFPG during the daytime than listen to any other station inside or outside of Atlantic City! More evidence why you should plan now to share in the tremendous amount of business that is heading for what looms as Atlantic City's greatest year.

*Based on a Conlan Survey. Dec. 1945. 16,489 phone calls.

WFPG
ATLANTIC CITY
ABC NETWORK

HOLLISTER

CRYSTALS

QUARTZ OSCILLATORS SINCE 1...

HOLLISTER CRYSTAL CO.

Boulder, Colorado

THANK YOU
GARDNER AGENCY
for your comments

KFXJ and MBS • A PEACH OF A PAIR

"... KFXJ ranked 27th among 270 Mutual stations in the recent Tom Mix mail return analysis ... ahead of 154 cities all larger than Grand Junction, Colo. ..."

K F X J
Grand Junction, Colo.

920 KC 1000 W

Represented by Griffith

EXCLUSIVE
COVERAGE OF
THE CHAMPLAIN
VALLEY AREA

WCAX BURLINGTON

VERMONT'S
ONLY CBS
STATION

1000 WATTS • FULL TIME

THEY ARE SO RIGHT!

When radio time buyers declare WAIR one of the really outstanding moneymakers of the nation, "they are so right". For maximum influence in one of the south's major markets, buy—

WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

67th Market
TRI-CITIES
ROCK ISLAND - MOLINE
DAVENPORT

WHBF's primary area reaches 1¾ million people spending $561 million annually.

WHBF
BASIC MUTUAL 5KW 1270KC

FCC Actions

(Continued from page 81)

tors, change type of transmitter, transmitter location from San Mateo County to Mt. Tamalpais, Calif., and studio location from San Mateo County to San Francisco, coverage from 10,790 sq. mi. to "to be determined," make change in antenna system and specify type of station as rural.

Applications Tendered for Filing:

AM—710 kc

Winston-Salem Bcstg. Co., Winston-Salem, N. C.—CP new station 710 kc 1 kw and daytime hours.

AM—1280 kc

James Edwin Latimer and William Albert Pritchett, Lake City, S. C.—CP new station 1280 kc 250 w and unlimited hours.

AM—1400 kc

Radio Austin Inc., Austin, Minn.—CP new station 1400 kc 100 w and unlimited hours.

AM—730 kc

Waterloo Bcstg. Co., Waterloo, Iowa—CP new station 730 kc 500 w and daytime hours.

Accepted for Filing:

AM—1410 kc

WONS Hartford, Conn.—Voluntary assignment license to Yankee Network.

AM—1600 kc

The Boston Bcstg. Corp., Brookline, Mass.—CP new station 1600 kc 5 kw, directional antenna and unlimited hours.

FM—Unassigned

Twin City Bcstg. Co., Lewiston, Me.—CP new metropolitan FM station on frequency to be assigned by FCC and coverage of 7,421 sq. mi.

FM—91.7 mc

WNYE Brooklyn, N. Y.—CP to specify frequency as channel 219, 91.7 mc, change power from 1 kw to 10 kw, type of transmitter and make changes in antenna system.

First Baptist Church, Pontiac, Mich.—Extension of authority to transmit programs from First Baptist Church at Pontiac, Mich., to CKLW Windsor, Ont., for period beginning Aug. 13.

Evangelistic Mission, Pontiac, Mich.—Extension of authority to transmit programs from Pontiac, Mich., to CKLW Windsor, Ont.

Stanley G. Boynton, Detroit, Mich.—Extension of authority to transmit programs to CKLW Windsor, Ont., from Highland Park Baptist Church, Highland Park, Mich., Sun. 8-8:30 p.m. (EST) for period beginning July 10.

AM—680 kc

Wolverine State Bcstg. Service, Detroit, Mich.—CP new station 680 kc 250 w and daytime hours.

AM—1590 kc

Lou Poller, Chester, Pa.—CP new station 1590 kc 1 kw and daytime hours.

FM—90.1 mc

WBOE Cleveland, Ohio—CP to specify 90.1 mc, change power from 1 kw to 3 kw, change type transmitter and make changes in antenna system.

AM—1490 kc

Rose Capital Bcstg. Co., Tyler, Tex.—CP new station 1490 kc 250 w and unlimited hours.

AM—1400 kc

Walter E. Yaggy, L. B. Horton, L. B. Horton Jr. & Virginia Ede Carswell, d/b as The Concho Valley Bcstg. Co., San Angelo, Tex.—CP new station 1400 kc 250 w and unlimited hours. (Contingent on grant of KGKL.)

AM—990 kc

Supreme Broadcasting System Inc., New Orleans, La.—CP new station 990 kc 250 w and daytime hours.

AM—1490 kc

W. S. Weatherly, tr/as Calhoun Bcstg. Co., Anniston, Ala.—CP new station 1490 kc 250 w and unlimited hours.

AM—1190 kc

Robert L. Tomlinson Sr. & Robert L. Tomlinson Jr., d/b as Rome Bcstg. Co., Rome, Ga.—CP new station 1190 kc 1 kw and daytime hours.

FM—Unassigned

Public Radio Corp., Tulsa, Okla.—CP new FM station on frequency to be determined by chief engineer of FCC and coverage of 3,420 sq. mi.

AM—1490 kc

KGKY Scottsbluff, Neb.—CP install new transmitter.

AM—1440 kc

Quincy Bcstg. Co., Quincy, Ill.—CP new station 1440 kc 1 kw, directional antenna and unlimited hours.

AM—1570 kc

Ralph E. Oliver, Thomas E. Davisson, Silas S. Shippy, Leslie W. Oliver, d/b as Napa Valley Bcstg. Co., Napa, Calif.—CP new station 1570 kc, 500 w and daytime hours.

Applications Tendered for Filing:

AM—1400 kc

Fred Harman, E. L. Ingram, Arthur M. Underwood and R. E. Bruce, d/b as Runnels Bcstg. Co., Ballinger, Tex.—CP new station 1400 kc 250 w and unlimited hours.

AM—1430 kc

Metropolitan Bcstg. Corp., Belleville, Ill.—CP new station 1430 kc 1 kw, directional antenna and unlimited hours.

AM—1340 kc

Gene Burke Brophy, Glendale, Ariz.—CP new station 1340 kc 250 w and unlimited hours.

AM—1420 kc

A. Dwight Newton and W. H. Wood, co-partners d/b as San Joaquin Bcstg. Co., Stockton, Calif.—CP new station 1420 kc 1 kw, directional antenna and unlimited hours.

AM—1340 kc

Northern Bcstg. Co., Havre, Mont.—CP new station 1340 kc 250 w and unlimited hours.

JULY 15

AM—1230 kc

WKVM Mayaguez, P. R.—Acquisition of control of licensee corporation by Ralph Perez Perry through purchase of 46 shares common stock from Puerto Rico Adv. Co.

AM—1430 kc

The General Bcstg. Corp., Altoona, Pa.—CP new station 1430 kc 1 kw, directional antenna and unlimited hours—AMENDED: re changes in directional antenna.

FM—105.5 mc

Coshocton Bcstg. Co., Roscoe, Ohio—CP (community) FM station channel 288, 105.5 mc or as assigned by FCC.

FM—93.3 mc

Blue Ridge Bcstg. Corp., Roanoke, Va.—CP new (metropolitan) FM station channel 227, 93.3 mc and coverage of 19,694 sq. mi.

AM—910 kc

Miami Bcstg. Co., Miami, Okla.—CP new station 910 kc 1 kw, directional antenna night and unlimited hours.

AM—1230 kc

Del Rio Bcstg. Co., a partnership composed of James A. Clements, Richard J. Higgins, Thomas O. Mathews & Joe H. Torbett, Del Rio, Tex.—CP new station 1230 kc 250 w and unlimited hours.

AM—1340 kc

Monahans Broadcasters, Monahans, Tex.—CP new station 1340 kc 250 w and unlimited hours.

AM—760 kc

Blue Bonnet Bcstg. Corp., Fort Worth, Tex.—CP new station 760 kc 1 kw and daytime hours.

AM—Relay

WBBB Burlington, N. C.—License to cover CP which authorized new relay station (WRBA).

FM—95.1 mc

Statesville Bcstg. Co., Statesville, N. C.—CP new station channel 236, 95.1 mc and coverage of 6,500 sq. mi.

AM—1490 kc

Lincoln Bcstg. Corp., Lincoln, Neb.—CP new station 1480 kc 1 kw, directional antenna and unlimited hours of operation.

AM—1450 kc

Louis F. Leurig & F. F. McNaughton, d/b as The Las Cruces Bcstg. Co., Las Cruces, N. M.—CP new station 1450 kc 250 w and unlimited hours.

AM—1340 kc

Howard L. Roberts, Donald Ellsworth, Lorenzo K. Lisonbee, Bert A. Randall, Samuel F. Curtis, Joseph M. Standage & Ernest J. Burgi, a partnership d/b as Sun Valley Bcstg. Co., Mesa, Ariz.—CP new station 1340 kc 250 w and unlimited hours.

AM—1480 kc

KVOE Santa Ana, Calif.—Modification CP which authorized changes in frequency, increase in power, installation of new transmitter and directional antenna for day and night use, for changes in directional antenna.

AM—740 kc

Balboa Radio Corp., San Diego, Calif.—CP new station 740 kc 5 kw, directional antenna and daytime hours.

Applications Tendered for Filing:

AM—1240 kc

Standard Tobacco Co., Maysville, Ky.—CP new station 1240 kc 250 w and unlimited hours.

AM—1240 kc

Southeastern Bcstg. Co., Somerset, Ky.—CP new station 1240 kc 250 w and unlimited hours.

AM—1540 kc

James W. Bradner Jr., Galveston, Tex.—CP new station 1540 kc 1 kw and daytime hours.

AM—1490 kc

Carthage Bcstg. Co., a partnership composed of Lloyd Clinton McKenney & John Joseph Daly, Carthage, Mo.—CP new station 1490 kc 250 w and unlimited hours.

AM—1490 kc

Morris Luskin, Burbank, Calif.—CP new station 1490 kc 250 w and unlimited hours.

AM—1240 kc

Gene Burke Brophy, Flagstaff, Ariz.—CP new station 1240 kc 250 w and unlimited hours.

JULY 16

AM—740 kc

WKAQ San Juan, P. R.—CP change 620 kc to 740 kc, increase 5 kw to 10 kw, make changes in transmitting equipment and install directional antenna for day and night use—AMENDED: re changes in transmitting equipment and directional antenna.

Experimental

Radio Corporation of America, Camden, N. J.—Modification of license W3XEP to request change in frequencies from channel 12, 204-210 mc to channel 10, 198-204 mc.

AM—1050 kc

WKTM Mayfield, Ky.—Modification of CP which authorized new station, for approval of antenna and approval of transmitter location.

AM—1340 kc

WPNA Alpena, Mich.—Modification of CP which authorized new station, to change type of transmitter, for approval of antenna and approval of transmitter and studio locations.

AM—1250 kc

WBTM Danville, Va.—CP change 1400 kc to 1390 kc, increase from 250 w to 1 kw, install new transmitter and directional antenna for day and night use, and change transmitter location—AMENDED: to change 1390 kc to 1250 kc, from 1 kw to 1 kw night and 5 kw day and changes in directional antenna for night use only.

FM—44.7 mc

Hampton Roads Bcstg. Corp., Newport News, Va.—CP new (metropolitan) FM station on 44.7 mc and coverage of 5,950 sq. mi.—AMENDED: to change type transmitter and make changes in antenna system.

AM—1240 kc

WMFT Florence, Ala.—License to

FCC Revision

FCC last Wednesday announced correction of its release of June 13 relative to Diamond State Broadcast Corp., Dover, Del. According to the Commission, the application should have been shown as designated for hearing in consolidation with application of James M. Tisdale for a new station in Chester, Pa., on 740 kc, 250 w unlimited time.

NEWSCASTS BY THE THOUSAND

Six a week for 3½ years . . . fourteen a week for 3 years more . . . and still at it. That's the record of Seaboard Finance Co. on . . .

UNIVERSAL'S KEY STATION FOR NORTHERN CALIFORNIA

KSFO
San Francisco
Represented by
UNIVERSAL RADIO SALES
New York • Chicago • Los Angeles

cover CP as modified, which authorized a new station. Authority to determine operating power by direct measurement of antenna power.

AM—1490 kc

WHBS Huntsville, Ala.—Modification of CP which authorized a new station, to change type transmitter for approval of antenna and approval of transmitter location.

AM—610 kc

KHTN Inc., Houston, Tex.—CP new station 610 kc 5 kw, directional antenna night and unlimited hours—AMENDED: re changes in directional antenna night.

AM—Relay

KRLD Dallas, Tex.—License to cover CP which authorized new relay station (KAJA).

AM—950 kc

WLOF Orlando, Fla.—CP to change 1230 kc to 950 kc, increase 250 w to 5 kw, install new transmitter and directional antenna for day and night and change transmitter location from Nr. Orlando to Nr. Orlovista, Fla.—AMENDED: re changes in directional antenna for day and night use.

FM—Unassigned

Capital City Bcstg. Corp., Tallahassee, Fla.—CP new FM station on frequency to be assigned by FCC.

FM—102.5 mc

Capitol Bcstg. Co., Charlotte, N. C.—CP new FM station on channel 273, 102.5 mc, coverage of approximately 11,000 sq. mi.

AM—1400 kc

A. W. Langill, B. J. Colbert & I. E. Rasmus, co-partners d/b as Eau Claire-Chippewa Bcstg. Co., Eau Claire, Wis.—CP new station 1340 kc 250 w and unlimited hours—AMENDED: to change 1340 kc to 1400 kc, transmitter from Seymour to Chippewa Falls County and studio location from Eau Claire to Chippewa Falls.

AM—940 kc

Independent Bcstg. Co., Des Moines—CP new station 940 kc 5 kw night and 10 kw day, directional antenna and unlimited hours—AMENDED: re directional antenna changes.

AM—780 kc

WJAG Norfolk, Neb.—CP install new transmitter, vertical antenna and ground system and change transmitter location—AMENDED: to change transmitter location.

AM—1450 kc

Intermountain Bcstg. Co., Artesia, N. M.—CP new station 1450 kc 250 w and unlimited hours—AMENDED: re stockholders.

AM—1550 kc

Radio Air Ways, Eugene, Ore.—CP new station 1520 kc 1 kw and unlimited hours—AMENDED: to change officers, directors and stockholders, change from 1520 kc to 1550 kc and change type transmitter.

AM—1490 kc

John H. Fitzgibbon, Roy Jarman & Temple V. Ehmsen, Oregon City, Ore.—CP new station 1490 kc 250 w and unlimited hours—AMENDED: re change type of transmitter.

Video—76-82 mc

Radio Sales Corp., Seattle, Wash.—CP new commercial television station to be operated on channel 1 50-56 mc, ESR 4160 and power aural 2 kw, visual 4 kw (peak)—AMENDED: to change channel 1, 50-56 mc to channel 5, 76-82 mc, change type transmitters, make changes in antenna system and change transmitter site from King County to Seattle.

Applications Tendered for Filing:

AM—1490 kc

Community Service Bcstg. Corporation of Amsterdam, New York, Amsterdam N. Y.—CP new station 1490 kc 250 w and unlimited hours.

AM—1480 kc

Radio Anthracite, Shamokin, Pa.—CP new station 1480 kc 1 kw, directional antenna night and unlimited hours.

Accepted for Filing:

AM—580 kc

Foundation Company of Washington, Washington, D. C.—CP new station 580 kc 5 kw, directional antenna and unlimited hours.

FM Assignment

W. A. Underhill & E. S. Underhill Jr., d/b as The Evening Leader, Corning, N. Y.—Voluntary assignment of conditional grant for CP to Corning Leader Inc. (metropolitan FM station).

AM—1240 kc

G. Lester Hash, N. Joe Rahall, Fred William Simon, d/b as The Bluefield Bcstg. Co. (partnership), Bluefield, W. Va.—CP new station 1240 kc 250 w and unlimited hours.

AM—730 kc

Grant Street Radio Stations, Pittsburgh—CP new station 730 kc 1 kw and daytime hours.

AM—990 kc

The Eastern Oklahoma Bcstg. Corp., Muskogee, Okla.—CP new station 990 kc 1 kw, directional antenna night, unlimited hours.

AM—1140 kc

Byrne Ross, tr/as Oklahoma City Bcstg., Oklahoma City—CP new station 1140 kc 1 kw and daytime hours.

AM—1400 kc

Weldon Lawson, Seguin, Tex.—CP new station 1400 kc 250 w and unlimited hours (contingent on grant of KONO).

AM—1450 kc

Lauren Mickle, John Garrison, Joe S. Foster Jr., d/b as Huntsville Bcstg. Co., Huntsville, Ala.—CP new station 1450 kc 250 w and unlimited hours—AMENDED: to specify transmitter and studio locations and make changes in transmitting equipment.

AM—1400 kc

WJLD Bessemer, Ala.—CP change transmitter and studio locations.

AM—940 kc

WFVL Hollywood, Fla.—Modification of CP which authorized new station, to change type of transmitter, for approval of antenna and transmitter location.

AM—860 kc

Anderson Bcstg. Co. Inc., Anderson, S. C.—CP new station 860 kc 1 kw and daytime hours.

FM—Unassigned

Henderson Radio Corp., Henderson, N. C.—CP new metropolitan FM station on frequency to be assigned by FCC and coverage of 9,000 sq. mi.

AM—1450 kc

Arthur S. Feldman, Fort Wayne, Ind.—CP new station 1450 kc 250 w and unlimited hours.

Application Returned:

FM—Unassigned

Karl H. Stello, B. Kirby Smith Jr. and M. T. Figg, d/b as Hollywood FM Engineers, Hollywood, Calif.—CP new community FM station to be operated on frequency to be assigned by chief engineer of FCC and coverage to be determined.

Applications Tendered for Filing:

AM—1450 kc

Woodward Bcstg. Co., Woodward, Okla.—CP new station 1450 kc 250 w and unlimited hours.

AM—710 kc

James Cullen Looney, Edinburg, Tex.—CP new station 710 kc 250 w and daytime hours.

JULY 18

AM—1240 kc

The Aleutian Broadcaster, Anchorage, Alaska—CP new station 1240 kc 250 w and unlimited hours of operation.

AM—1450 kc

WWDC Washington, D. C.—License to cover CP which authorized increase in power of synchronous amplifier and make changes in transmitting equipment.

AM—1450 kc

WWDC Washington, D. C.—Authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WICY Malone, N. Y.—Modification CP as modified, which authorized a new standard broadcast station for approval of antenna and approval of transmitter and studio locations.

FM—Unassigned

N. M. U. Bcstg. Co. Inc., New York—CP new metropolitan FM station to be operated on frequency as determined by FCC and coverage over 8,500 sq. mi.—AMENDED: to make change in corporate structure (increase in common stock).

FM—Unassigned

Radio Projects Inc., Newark, N. J.—CP new metropolitan FM station to be operated on frequency to be assigned by FCC and coverage to be supplied—AMENDED: to change officers and directors.

FM—Unassigned

News Syndicate Co. Inc., New York, N. Y.—CP new metropolitan FM station on 47.9 mc and coverage of 8,500 sq. mi.—AMENDED: to change frequency from 47.9 mc to "to be determined," coverage from 8,500 to 10,490 sq. mi., population from 11,212,416 to 12,380,976, type of transmitter, make changes in antenna system and change in officers, directors and stockholders.

FM—92.1 mc

North Jersey Bcstg. Co. Inc., Paterson, N. J.—CP new metropolitan FM station 49.9 mc and coverage of 4,928 sq. mi.—AMENDED: to specify population of 11,729,561, change frequency from 49.9 mc to channel 221, 92.1 mc, coverage from 4,928 to 11,400 sq. mi., type of transmitter studio and transmitter locations, make changes in antenna system and change in directors and stockholders.

FM—43.1 mc

International Union, United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO), Cleveland, Ohio—CP new metropolitan FM station on 43.1 mc and coverage of 17,500 sq. mi.—AMENDED: to change name from International Union United Automobile Aircraft and Agricultural Implement Workers of America (UAW-CIO), R. J. Thomas, president to UAW-CIO Bcstg. Corp. of Ohio.

FM—100 mc

Unity Corp. Inc., Springfield, Ohio—CP new metropolitan FM station to be operated on 100 mc and coverage of 5,777 sq. mi.—AMENDED: to change coverage from 5,777 to 6,992 sq. mi. and population from 501,200 to 648,000.

Grosse Pointe Bcstg. Corp., Grosse Pointe, Mich.—CP new community FM station to be operated on channel 295, 106.9 mc.

Assignment of License

WLOU Detroit—Voluntary assignment of license to Booth Radio Stations Inc.

AM—1440 kc

KMLB Monroe, La.—License to cover CP as modified which authorized change in frequency, increase in power, make changes in equipment, install directional antenna for night use and move transmitter.

AM—1440 kc

KMLB Monroe, La.—Authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

Radio South Inc., Jacksonville, Fla.—CP new station 1400 kc 250 w and unlimited hours.

AM—1450 kc

WDSG Dyersburg, Tenn.—License to cover CP which authorized a new station; authority to determine operating power by direct measurement of antenna power.

AM—800 kc

Independent Bcstg. Corp., Knoxville, Tenn.—CP new station 800 kc 1 kw and daytime hours.

AM—1100 kc

Carroll Bcstg. Co., Carrollton, Ga.—CP new station 1600 kc 250 w and daytime hours—AMENDED: to change frequency from 1600 to 1100 kc.

FM—100.7 mc

Radio Station WSOC Inc., Charlotte, N. C.—CP new metropolitan FM station to be operated on channel 264, 100.7 mc and coverage of 14,000 sq. mi.

FM—98.5 mc

A. J. Fletcher, Greensboro, N. C.—CP new FM (metropolitan or possibly rural) station channel 253, 98.5 mc and coverage to be determined—AMENDED: to change name from A. J. Fletcher to Capitol Bcstg. Co. Inc.

AM—1170 kc

Eugene J. Roth, Jack L. Pink and James M. Brown, d/b as Radio Bcstg. Associates, Houston, Tex.—CP new station 1180 kc 250 w and daytime hours—AMENDED: to change frequency from 1180 to 1170 kc.

(Continued on page 84)

REPRESENTED Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

WJTN
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Voice of the rich Chautauqua Region
Represented by
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ABC NETWORK

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Right to Happiness
1945-'46
Portland Hooperating
14.9
National Rating
6.6
The "ratings" station
WCSH
PORTLAND, MAINE

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Iowa's 99 Counties
(No. 2 Station is "Listened-to-Most" in 11 Counties!)
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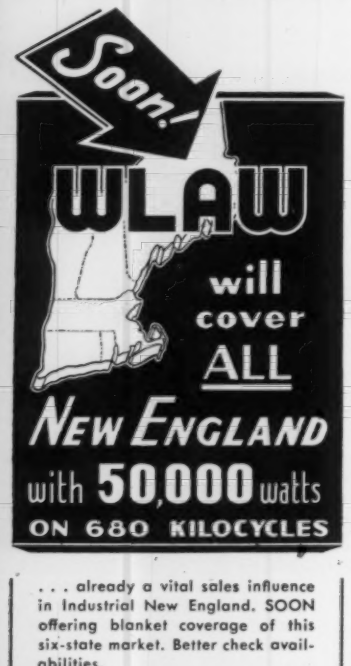

. . . already a vital sales influence in Industrial New England. SOON offering blanket coverage of this six-state market. Better check availabilities.

WLAW, Lawrence, Mass.

Basic Station

American Broadcasting Co.

NATIONAL REPRESENTATIVES:
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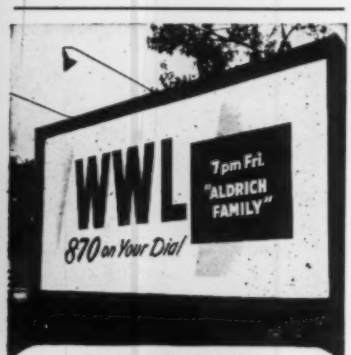

WWL

New Orleans

shouts its shows on Billboards

Folks turn first to

WWL
NEW ORLEANS

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts - Clear Channel
CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

FCC Actions

(*Continued from page 83*)

AM—1490 kc

J. C. Rothwell, Littlefield, Tex.—CP new station 1490 kc 250 w and unlimited hours.

AM—1410 kc

KRIG Odessa, Tex.—License to cover CP as modified which authorized a new standard broadcast station and change studio location. Authority to determine operaing power by direct measurement of antenna power.

AM—910 kc

KRRV Sherman, Tex.—CP increase power from 1 kw to 5 kw, install new transmitter and make changes in directional antenna for day and night use—AMENDED: to change transmitter location from Sherman to Denison and changes in directional antenna.

FM—Unassigned

Bell Bcstg. Co. Inc., Temple, Tex.—Modification of CP which authorized a new community FM station to specify transmitter location, type of transmitter, frequency as channel 250, 97.9 mc coverage of 12,550 sq mi, population of 367,744, antenna system and change class of station to metropolitan—AMENDED: to change frequency from 97.9 mc "to be assigned by FCC," type of transmitter, change class of station and make changes in antenna system.

AM—1450 kc

Daniels and Sons Bcstg. System, Deadwood, S. D.—CP new station 1450 kc 250 w and unlimited hours.

FM—93.5 mc

Central Nebraska Bcstg. Corp., Kearney, Neb.—CP new FM broadcast station to be operated on channel 228, 93.5 mc or as assigned by FCC and coverage of 16,665 sq mi.

FM—100.9 mc

O. E. Richardson, Fred L. Adair, Robert C. Adair d/b as Radio Station WJOB Chicago—CP for a new FM station to be operated on frequency to be determined—AMENDED: to change studio location from Chicago, to Hammond, Ind., change frequency from to be determined to channel 265, 100.9 mc.

AM—1340 kc

Snowy Range Bcstg. Co., Laramie, Wyo.—CP new station 1340 kc 250 w and unlimited hours.

AM—1500 kc

Southern Idaho Bcstg., Preston, Idaho—CP new station 1500 kc 250 w and unlimited hours.

AM—1340 kc

Gene Burke Brophy, Glendale, Ariz.—CP new station 1340 kc 250 w and unlimited hours.

AM—1480 kc

KIEM Eureka, Calif.—CP to install new transmitter and new vertical antenna with FM antenna mounted on top.

AM—1230 kc

KPRL Paso Robles, Calif.—Modification of CP which authorized a new standard station for approval of antenna and approval of transmitter and studio location.

AM—620 kc

Fresno Bcstg. Co., Fresno, Calif.—CP new station 620 kc 1 kw directional antenna and unlimited hours.

FM—Unassigned

Radio Diablo Inc., San Bruno, Calif.—CP new FM station to be operated on coverage of 33,265 sq. mi.—AMENDED: to specify frequency as to be assigned by FCC.

Applications Returned:

AM—620 kc

Bruno Shaw, New York—CP new station 620 kc, power not specified and unlimited hours of operation. (Incomplete.)

AM—1340 kc

The Mount Vernon Bcstg. Co., Mount Vernon, Ohio—CP new station 1340 kc 250 w and unlimited hours.

Applications Tendered for Filing:

AM—620 kc

Luis Ramos Rodriguez, San Juan, Puerto Rico—CP new station 620 kc 5 kw, directional antenna and unlimited hours.

AM—1250 kc

Port Frere Bcstg. Co. Inc., Wilmington, Del.—CP new station 1250 kc 500 w and daytime hours.

AM—1310 kc

Wyandotte Bcstg. Co., Wyandotte, Mich.—CP new station 1310 kc 250 w and daytime hours.

AM—730 kc

The Messenger Publishing Co., Athens, Ohio—CP new station 730 kc 1 kw and daytime hours.

Six New York FM Applicants Must Still Present Evidence

THE SECOND WEEK of FM hearings at the U. S. Court House, New York, saw these developments:

All but six applicants had presented their cases.

WINS, owned by Hearst Radio Inc., had dropped out of the FM field locally by selling to the Crosley Corp.

The FCC announced its policy for the next year with regard to FM channels. (See story page 18.)

The *New York Daily News* again found itself the target of the American Jewish Congress, as that group attempted to provide the Commission with evidence thta the *News* was unfit to hold an FM license.

Most of the applicants on the FM agenda had been heard by week's end, and with few exceptions presented their cases without much cross-examination. WLIB, the *New York Post's* station presented its case on Tuesday as did Bernard Fein, an individual of the lesser known applicants, the reportedly Communist dominated Peoples Radio Foundation. He came in for some cross-examination by FCC Counsel Charles Hubert, who asked that PRF give evidence of the birthplace and place where U. S. citizenship was obtained of all stockholders in the Foundation.

William Randolph Hearst, owner of WINS, who faced a subpoena to appear before the FCC hearings in New York, sidestepped by withdrawing his request for FM and turning over the channel of WINS to Crosley.

On Thursday applicants listened while the FCC's New York counsel, J. Alfred Guest, announced the FCC's policy toward channel allocations which will run through July 1, 1947. The FCC said it would reserve for one year every fifth channel. No channels will be reserved in any area where less than five channels are allocated, and where five to nine are allocated, two will be reserved, where 10 to 14, three will be reserved, and 15 to 19, four will be held out.

Also on Thursday, the tabloid *Daily News*, applicant for FM, was bombarded by witnesses from various racial tolerance groups, each of which purported to show how the *Daily News* was anti-Negro and anti-Semitic in its news columns and editorially. F. M. Flynn, business manager of the *News*, under cross-examination by Will Maslow, AJC counsel, spiritedly defended his newspaper's editorial policy, saying it was his sincere opinion that the *News* had never willfully printed anything that was anti-Semitic. He said that he was aware that often stories and editorials that could be construed by certain groups as racial in nature had appeared.

In an opening argument, the *News* lawyer, Louis Caldwell, attacked the right of the FCC to examine the editorial policy of newspapers seeking broadcasting licenses. He said the FCC's action was a violation of the First Amendment of the United States Constitution stating further that the action allowed in Thursday's hearing by the FCC, would be a blow at the freedom of radio and the press.

Later in the day, AJC's effort to have written in the record as evidence a petition signed by 50,000 New Yorkers was ruled invalid by FCC's Counsel Guest, who said that articles and other material presented to the FCC by AJC were sufficient for the FCC to base any decision on the *News* application. Mr. Guest said that such evidence would be repetitious. It is expected that the hearings will last through next week, and possibly part of the following week.

Standard Radio Report

STANDARD RADIO, Toronto, holding company for CFRB Toronto, has declared profits for fiscal year ending March 31, 1946, of $87,885, with dividends amounting to 41 cents a share on the combined A and B stock. Profits compare with last year's $87,386.

King Trendle

(*Continued from page 17*)

thousand shares are to be reserved for offer to affiliated stations at $14 rather than the $15 starting price in the public sale.

In the stock issue, holdings of Edward J. Noble, ABC board chairman and controlling stockholder, would be reduced from 71.39% to 36.52%.

Acquisition of WXYZ will add a fifth station to ABC's list of owned outlets. The network now owns WJZ WENR KGO KECA WXYZ, and has a conditional FM grant for San Francisco and applications pending for FM in Chicago, Los Angeles and New York and for television outlets in the same four cities.

ABC President Mark Woods told FCC that James G. Riddell, sales manager of WXYZ, would be made station manager. Mr. Campbell is now general manager.

AM—1490 kc

Walterboro Bcstg. Co., Walterboro, S. C.—CP new station 1490 kc 250 w and unlimited hours.

AM—980 kc

The Royal Gorge Broadcasters, Canon City, Col.—CP new station 980 kc 250 w and daytime hours.

AM—950 kc

KJR Seattle, Wash.—Consent to assignment of license to Totem Broadcasters, Inc. Also includes Relay Station KEGR.

AM—1530 kc

Hollywood Community Radio Group, Gardena, Calif.—CP new station 1530 kc 1 kw and daytime hours.

Clear Channel

(*Continued from page 20*)

better service to under-served areas.

He declared that WLW seeks a regional rather than a metropolitan or local audience and asserted that 500 kw to WLW would involve "no danger or damage" to other stations in the area. Instead, he felt that WLW operating with 500 kw would have "a very salutary effect" on the competitive situation in Cincinnati.

Mr. Shouse opposed any relocation of WLW—"or any station like WLW"—into a sparsely settled area because, he said, the scope of present operations could then be maintained only by subsidy from either the Government or a network. Either, he said, would be "undesirable."

Operating Costs to Increase

James Rockwell, engineering director of Crosley's broadcast division, testified that installation costs attributable to WLW's 1934 increase to 500 kw totaled $345,716, of which $303,906 was for a 500-kw amplifier still owned by the station and now ready for operation. He estimated operating costs would increase abuot $92,000 a year as a result of 500-kw operation.

Extensive economic, technical and competitive data were introduced in almost two days of testimony to lay the groundwork for WLW's case. Mr. Shouse cited this evidence to show the increased number of stations in the WLW area, the growing number of network affiliations, and the preference of listeners for their hometown stations. These factors, he said, assure a continued beneficial competitive situation.

"Our concern is not what we can do with other cities, but with what we can do with the other 50% of the people," he declared.

WLW, he said, can not again capture the audience it had with 500 kw and lost when it returned to 50 kw.

The Commission sat *en banc* Monday and Tuesday. Commissioner Hyde presided Wednesday. Harry Becker appeared as FCC counsel, while Louis G. Caldwell participated as counsel for the Clear Channel Broadcasting Service, and Mr. Spearman for the regionals. Duke M. Patrick was attorney for WLW.

Monday Morning

With resumption of sessions Monday morning, H. Underwood Graham, FCC engineer, introduced 24 maps showing extent of various types of service of all Class I, II, and III stations in the U. S. as of Jan. 1. Maps for Class IV stations had been presented previously.

Chairman Denny thanked members of the radio industry for their cooperation with FCC engineers in the "thousands of man hours" required to prepare the maps.

Dallas W. Smythe, FCC assistant chief accountant in charge of economics and statistical branch, gave a point-by-point answer to Clear Channel Broadcasting Service's attack [BROADCASTING, July 8] on the Census Bureau survey of extent and quality of rural radio reception.

He said the "basic criticisms are fallacious" and called it regrettable that CCBS witnesses "so misunderstood the purpose of the survey and the survey plan that they found it necessary to imply bad faith on the part of the Commission's staff."

Mr. Smythe contended that CCBS representatives were present at Committee IV meetings at which plans were made for the survey and that they were kept informed of developments.

He said the CCBS attack "misses the point" in claiming that the survey results are invalid because the number of stations heard in an interview county is projected to apply to all other counties in that "cell."

No 'Popularity Poll'

Mr. Smythe asserted that non-interview counties, although they might not hear the same stations reported in interview counties, do hear other stations. Mail returns from non-interview counties, he said, showed as much listening to regional stations as was shown in the interview results. "To the extent that the interview survey accurately estimates the average number of these regional signals [in non-interview counties], the primary objective is fulfilled," he declared.

He said the survey was not meant to be a "popularity poll" but that it was necessary to ask listeners the call letters of the stations they heard most because they would not know the various classifications of the stations.

To CCBS charges that counties were misclassified as to types of service areas, Mr. Smythe responded that "the errors of classification are not serious." Preliminary tabulations, he said, "have shown that there are no substantial differences between the ratio of the average number of regional stations to 1-A stations heard in the non-primary 'A' type of service area and the ratio for these classes of stations for all non-primary areas combined."

He reiterated that "there were more regionals than 1-A stations heard during the day in each of the non-primary service areas."

In answer to the CCBS charge that taking the survey in summertime was inappropriate for a true picture, Mr. Smythe asserted that "what we wanted to find out was what stations these people listened to during their normal listening hours" during this part of the summer. CCBS, he said, apparently wanted to show "what the listening conditions were at some late hour of the night, irrespective of whether the people in these areas were listening to their radios at that time." Taking a separate winter survey, he said, was prohibited by lack of time and money.

CCBS had cited examples of daytime stations reported heard at night. Mr. Smythe said actually WJJD Chicago, one of those mentioned, could be heard in the Central time zone until 10 p. m. and in the Eastern time zone until 11 p. m. at the time the survey was made. Similar explanations were given for other examples cited by CCBS.

Argue Survey Invalid

Another CCBS argument was that the survey was invalid because listeners accustomed only to poor reception were asked to appraise the quality of signals they hear and because FCC did not want to find out "whether people in these areas *think* their reception is good."

Mr. Smythe responded that it would have been impossible to make a survey without asking listeners about their reception, and that the survey was meant to find out the number of signals heard, not the number and field strengths of signals actually present.

He argued that standards of listening are not determined solely by listening to the radio, but that ordinary conversations, telephone, and phonograph listening also are factors. Nor should it be forgotten, he said, that "vast internal migration in the U. S. means that people may draw upon considerable experience with good radio service in other areas in which they have lived."

"If the listeners' standard were as thoroughly incompetent" as CCBS suggested, Mr. Smythe asked, "how do we account for the fact that in virtually every case, the nonprimary service area listeners report less regional and local class stations heard without trouble at night than during the day, and more clear channel stations heard without trouble at night than during the day?"

To CCBS claims that the survey failed to cover enough of the pri-

(*Continued on page 86*)

Return Engagement

ON THE DAY in the 1938 FCC hearings when WLW Cincinnati was putting on its case for use of power above 5 kw, the Senate adopted the now-famed resolution of Sen. Burton K. Wheeler (D-Mont.) opposing use of such power. Last Wednesday, a few minutes after WLW's James D. Shouse took the stand to plead for a return to the 500 kw which WLW lost partially because of the Wheeler resolution, the news came into the hearing room that Sen. Wheeler had conceded defeat in his fight for renomination.

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CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND SOON—

5000 WATT OUTPUT!

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Can Tell You More About

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WLW

700 ON YOUR DIAL

THE NATION'S MOST MERCHANDISE-ABLE STATION

The PACIFIC NORTHWEST means KIRO

SEATTLE TACOMA

The Friendly Station

50,000 Watts
710 KC
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COMING...
A NEW VOICE IN CONNECTICUT
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840 KC • 1000 Watts
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We Work Today for the Northwest's Limitless Tomorrow
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20,000 WATTS OF SELLING POWER
THE NEW WJJD
CHICAGO
A Marshall Field STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY

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Clear Channel

(*Continued from page 85*)

mary service areas, he replied: "This survey was conceived as a means of securing information on listening in the non-primary service areas, not as a means of estimating the relative audiences of different classes of stations over their entire service areas. The survey does not purport to show a complete picture of clear channel or regional listening. . . . What the survey does present is a picture of listening in the non-primary service areas during the summer months as well as a check survey in the primary areas."

Mr. Smythe was cross-examined at length by Mr. Caldwell, who through questioning renewed CCBS' objections to the survey. Mr. Smythe conceded he had made no engineering checks on the clear channel group's charges regarding misclassification of counties except in one case (Churchill County, Nevada), which he said was found to be misclassified.

Cross-examination of Mr. Smythe by Mr. Caldwell was continued at length during the Monday afternoon session. The CCBS counsel sought particularly to show that in at least some instances the interview estimates were not supported by actual mail returns.

Mr. Rockwell, of Crosley Corp., introduced maps showing WLW coverage with 50 kw and with 500 kw. Hugh M. Beville Jr., NBC director of research, detailed affiliation history of stations in Cincinnati and adjacent areas. In the U. S., he reported, average number of stations used on NBC commercial programs has grown from 33 daytime and 59 nighttime in 1939 to 91 daytime and 124 nighttime in 1945.

Greyhound Data

Dr. Richard R. Mead, research analyst of Greyhound Corp., presented voluminous economic, station, and revenue data he had compiled on special assignment with Crosley Corp. His exhibits included studies based on WLW coverage with both 50 and 500 kw.

Increase to 500 kw, Dr. Mead's tables showed, would bring 14.18% of total U. S. population within the 0.5 millivolt contour, compared with 6.13% at 50 kw.

Dr. Mead said that by increasing to 500 kw WLW would add 1,727,000 urban radio families and 315,000 farm families within its 0.5 millivolt contour, but emphasized that much of the increase in urban families would be in markets which already have good radio service.

He said 36 stations were operating on Jan. 1, 1944 within the 0.5 millivolt contour of WLW at 50 kw daytime, and that the number at 500 kw would increase to 85. Parts of Michigan, Pennsylvania, West Virginia, and Illinois would be added to Ohio, Indiana and Kentucky by the increase in power.

WHAT'S in a name? Well, W. W. Watts (r) is now vice president in charge of engineering products of RCA Victor division. Frank M. Folsom, executive vice president in charge, is congratulating him. Mr. Watts succeeds Meade Brunet, now managing director of RCA International Division. T. A. (Ted) Smith succeeded Mr. Watts as engineering products sales manager.

Continuing his testimony Tuesday morning, Dr. Mead submitted maps showing network affiliations of stations within WLW's 0.5 millivolt contours at 50 and 500 kw in 1933, 1938, and 1944. He said NBC affiliations within 50-kw range of WLW increased from three in 1933 to 17 in 1944, while those within 500-kw range grew from 7 to 33. (Figures include NBC and Blue affiliations and combinations including either or both.)

He said total network affiliations throughout the U. S. increased from 218 in 1933 to 657 in 1944, while the average population of cities with network outlets dropped from 398,000 to 221,000. Dr. Mead presented extensive data showing amounts of NBC service carried by WLW through the years, and the amounts duplicated by other NBC stations in the area.

Gross revenues of clear channel stations (excluding WLW) within the 50-kw 0.5 millivolt area increased 131% between 1933 and 1937 and the figure would have been 177% if WLW had been counted, he declared. The U. S. total for clears was 127.6%, and the average for all U. S. stations of all classes was 123.9% compared to 122.8% (153.8% counting WLW) for all stations in WLW's 50-kw range.

Commissioner Durr asked whether these figures would not indicate that an increase in the number of stations stimulates rather than depresses business. Dr. Mead agreed that they would.

Mr. Spearman, who cross-examined Dr. Mead in detail, contended that revenue figures did not include money received from networks other than NBC. Dr. Mead replied that total revenues from Mutual equalled only 2 to 3% of total from all networks, and insisted that his tabulations were designed to show only the relation of WLW with NBC.

Asked how much WLW received from the WLW-WOR-WGN hookup, he said he did not know. In response to Mr. Spearman, he said he considered radio a "very important" sales medium but declined to say in what order he would rank it with other media. Queried on the "influence" WLW could exert with 500 kw, he said it was "not fair" to say WLW alone would have an influence. Cities with large stations of their own would tend to listen to those stations, even though they were within WLW's coverage area, he declared.

Mr. Godley, taking the stand for the regional group to demonstrate how clear channels may be duplicated, presented maps designed to show that, under present FCC allocation standards, "there are large areas within the U. S. where but two networks provide secondary, or skywave, services" and that "increase in power to 500 kw for present 1-A and 1-B stations leaves large areas in the Mountain states in the same situation."

He said the studies were based on current allocation standards; effective field of 1-A and 1-B stations at 225 mv/m for 1 kw inverse distance; directive antenna patterns as filed with FCC or as designed in accord with standard procedure; network affiliations as listed in BROADCASTING Yearbook for 1945. Fading zones and other station interference were not shown.

Basis for Studies

A map showing skywave services under present allocations indicated that the number of services available range from one in northwestern Montana to 30 in eastern Ohio and western Pennsylvania. A map adding 1-B stations shows reduction in the number of services available in eastern states and an increase in those available in the Mountain states.

Mr. Godley's map of secondary network service with 1-A stations operating with 500 kw, it was pointed out, shows "areas within which but two networks are available include practically all of three states [Arizona, Utah, Idaho] with a population of over 900,000, and parts of seven other states [Texas, New Mexico, Nevada, California, Colorado, Wyoming, Montana]. West Coast area is still served by but three networks," Mr. Godley added.

One exhibit directionalized certain 1-A stations "to permit operation of nine additional Class 1-B stations." The following changes are shown:

ABC—WJZ directionalized, classified 1-B; new stations in Phoenix, Omaha, San Antonio, Shreveport.

CBS—KMOX WCAU KSL WWL directionalized, classified 1-B; no new stations added.

MBS—New stations in Salt Lake

city, Denver, Tulsa, Birmingham.

NBC — WSM WMAQ WHO WTAM WHAM directionalized, classified 1-B; new station in Helena.

With these changes, Mr. Godley declared, "only a tiny corner in North Dakota is limited to two network services. Four network services are available everywhere else, except for a narrow strip along the Canadian border of Montana and North Dakota, the Mohave Desert in southern California, a small piece of southern Arizona, the southern tip of Florida, and an area around Dallas-Fort Worth, most of which has primary service from four networks."

Butte or Helena?

Inferential charges that executive board members of the regional group were "fixed up" in the outline of possible duplications were voiced by Mr. Caldwell, who asked, in connection with the possibility of adding a 50-kw station at Helena: "Wasn't that supposed to be Butte?" Ed B. Craney, member of the regional group, owns KGIR Butte.

Mr. Godley replied that he had been under no pressure from anybody in preparing the maps.

Commissioner Jett noted that WTAM "is only one example," under the regional group's proposals, where the directional pattern would impose considerable limitations upon extent of coverage in some directions.

At the opening of Wednesday morning's session, Manfred K. Toeppen, engineer and statistician retained by Regional Broadcasters Committee, presented exhibits correlating information included on coverage maps of 14 1-A stations with data gathered by Census Bureau in its survey of rural reception.

Mr. Toeppen also submitted maps of 22 regional stations showing for each survey area the percentage of families who reported hearing the respective stations without trouble. He said similar data covering stations most heard along a meridian from South Dakota to Texas, and from Cincinnati to Florida, also had been assembled and would be introduced as soon as mimeographed.

N. M. Need 'Evident'

George C. Davis, consulting engineer, appeared on behalf of KOB, testifying that the need for a high-power low-frequency station in the New Mexico area is "evident." KOB is now operating on 770 kc with 50 kw day and 25 kw night under a special service authorization, and is seeking permanent assignment on the channel.

Resuming the case for WLW, E. J. Ellig, assistant secretary-treasurer of Crosley Corp., presented exhibits showing Crosley income year by year from 1933 ($170,359 net) to 1945 ($1,596,707 net). Operating expenses in that time grew from $697,221 to $3,016,245.

Other Crosley witnesses included E. J. Boos, accounting department head; William S. Alberts, chief operations engineer; and Mr. Rockwell.

Mr. Shouse, testifying Wednesday afternoon, said WLW's rates were "relatively high" but that, in New York, WEAF WJZ WOR WABC all charge as much or more. WLW's unit hour rate in 1928 was $600, he said. This increased to $1,152 in 1930-31, dropped to $990 in 1932, went to $1,090 in 1934 and $1,200 in 1935 to compensate for the cost of 500-kw operation, he explained. After the return to 50-kw in 1939, he said, the rate was cut to $1,080.

Except for a "dip" in revenue figures in 1939 following the cut in rates, Mr. Shouse declared, a chart of WLW's revenues through the years would not differ materially from those of 50-kw stations which never went to and returned from 500 kw. Increase in WLW program expenditures ($1,000,000 a year for the past two years) was described as "remarkably constant."

He said he felt retention of WLW as a clear channel station with power to provide effective service in that area satisfies the purposes of the Communications Act, and added that the WLW area justifies and can support a major outlet.

Discussing power increases for all classes of stations, Mr. Shouse said there are few markets of 100,000 to 200,000 population where high-power daytime operation would not be feasible and desirable.

Asked by Commissioner Hyde about the relative cost of 500-kw operation as compared with FM, he replied that FM might be the answer in cases where broadcast operations were just being started.

He said Crosley has an FM construction permit for Cincinnati, is applying at Columbus "and probably will make other applications." A grant for 500 kw—or refusal of it—would have no effect on WLW's plans for FM, he declared. Asked by Mr. Becker whether WLW could provide better service with FM or with its frequency (700 kc) duplicated, he said, "it depends upon how badly it's duplicated and what power WLW is allowed if it is duplicated."

Last witness in the week's session was Victor A. Sholis, director of Clear Channel Broadcasting Service, who returned to the stand to introduce corrections in tabulations in the CCBS exhibit attacking the Census Bureau survey of rural reception. "The fundamental points we raised are not affected in the least," he declared.

STUPOR—SALESMANSHIP

Denny Tells Hearing of How Some Retailers Are Impeding FM Through Ignorance

AN EXAMPLE of how public acceptance of FM is being retarded through ignorance of some radio set retailers was graphically illustrated by Acting FCC Chairman Charles R. Denny Jr. at the July 12 hearings on reservation of FM channels [BROADCASTING, July 15].

The incident involved Mr. Denny and Comr. E. K. Jett, who stopped into a neighborhood radio store and, not seeing any FM sets on the floor, asked if there were any such sets available. The following reply and conversation ensued, according to Mr. Denny:

"Oh, FM," answered the man, "we won't have those for years."

"Well," remarked Mr. Denny, "I was told not to buy a radio unless it had FM in it; I heard it was pretty good."

"No," the salesman replied, "that is in the experimental stage." When asked if he meant there were not any stations in Washington, the radio man admitted, "There is one station in Washington, not far from here, but it fades in and out; it is in the experimental stage."

The salesmen then stated that he did have one FM set, related Mr. Denny, and showed them an elaborate communications receiver with a remark, "This is an FM set. Of course, it is not an AM set."

The salesman proceeded to give a demonstration, which, Mr. Denny explained to the hearing assembly, was completely backwards. The salesman tuned 15 mc off the frequency, and had his selectivity set on sharp rather than broad, which suppressed the audio fidelity. In addition, said Mr. Denny, he had his RF gain at 1½ instead of at 10, where it should have been.

Comr. Jett added to Mr. Denny's story his own observation that the store mentioned had many new AM receivers with a sign in the window that all sets were available for immediate delivery.

Stating his belief that while it clearly was not the Commission's job to tell manufacturers what kind of receivers they ought to put out, Mr. Denny commented that it was the responsibility of some groups in the industry to see that "the public is advised that FM is not, as this salesman told us yesterday, something in the experimental stage, which is pretty crude and rough, but that it is a recognized commercial broadcast service."

Patt to Raymer

RALPH PATT, former general manager of WPAY Portsmouth, Ohio, has joined the Chicago office of Paul H. Raymer Co. following three years of service as Navy lieutenant. Mr. Patt entered radio in 1923 as announcer for WDAF Kansas City, subsequently was with WJR Detroit for 10 years.

Cincinnati
WSAI
A GOOD NATIONAL SPOT!
A Marshall Field Station
Represented by Avery

Pardon us if we repeat—
But it's still true that
Only KROD
serves All the rich
El Paso Southwest

The Largest TRANSCRIPTION LIBRARY OF AMERICAN FOLK MUSIC
M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

630 KILOCYCLES
5000 WATTS FULL TIME
American Broadcasting Co.
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

FOR UNUSUAL PERFORMANCE IN IDAHO?

KSEI
POCATELLO · IDAHO

WFMJ
SELLS
The Rich Mahoning Valley

Ohio's Third Market at less cost—affiliate of the American Network.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

An All-Time Favorite
WISE OLD OWL
Published by
BROADCAST MUSIC, INC.
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Performance Rights Licensed Through
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580 Fifth Ave., New York 19, N.Y.

By actual survey
TORONTO'S MOST LISTENED-TO STATION
DIAL 580
CKEY

Wheeler

(*Continued from page 15*)

Mr. Porter has not yet formally stated he won't return to the FCC, but such an expression is expected momentarily.

Senator Wheeler's profession is law. He has two sons in practice—one in Washington and the other in San Francisco. He may hang out his shingle again. It will be in Montana, if he plans to mend his political fences. He also has other interests, including the Grand Hotel in downtown Butte, which brings him a tidy return. His son, John C., owns one-third interest in KFPY Spokane, acquired about a year ago. Sen. Wheeler himself borrowed the money, in the neighborhood of $100,000, for the purchase of that interest.

Sen. Wheeler's close personal friend, confidant and political adviser has been Ed Craney, directing head of the Z-Bar Network in Montana, which includes KGIR Butte, KPFA Helena and KRBM Bozeman, and part owner and directing head of KFPY and KXL Portland.

Clear Channel Opponent

An ardent opponent of clear channels and power in excess of 50,000 w, Sen. Wheeler was the author of the resolution adopted in 1938 declaring it as the "sense of the Senate" that the FCC should not authorize power in excess of 50,000 w. He has urged a breakdown of clear channels and has been a sharp critic of networks and stations on grounds of failure to provide equal and equivalent time for the discussion of public issues. He also has chastised the networks for "soap operas" and purported over-commercialism.

The Wheeler defeat may have a bearing upon the outcome of the Clear Channel hearings currently in progress before the FCC. Senator Wheeler admittedly has been the strongest single legislative force in the advocacy of breakdowns. Even though the issue will be decided before Senator Wheeler retires from the Committee chairmanship with the end of this session, his influence—always a factor in the past in FCC consideration of such matters—is largely neutralized.

Sen. Wheeler conceded his defeat Wednesday noon, when Judge Erickson, CIO-supported former State Supreme Court Justice, held a lead of nearly 4,000 votes with more than half of the state's precincts in. The 65-year-old Wheeler has served continuously in the Senate since 1922. In 1940 he was elected by "the largest vote ever given any candidate for office in Montana," says his biography in the *Congressional Directory*. Judge Erickson's Republican opponent in November will be State Senator Zales N. Ecton. Political observers feel Mr. Ecton may have a good chance for election, since many Republicans who voted for Sen. Wheeler probably would switch back to their own party. Montana, however, is normally a Democratic state.

Sen. Wheeler's defeat was all the more crushing because he had something more than the implied endorsement of President Truman, who both in a letter and at a news conference was critical of the attacks made upon Sen. Wheeler by the Erickson forces.

CP's Granted for Three New Commercial Video Stations

CONSTRUCTION permits for three new commercial television stations were awarded by the FCC last week to three metropolitan newspaper interests—*Philadelphia Inquirer*, Scripps-Howard Radio Inc., and The Chronicle Publishing Co., San Francisco.

Philadelphia Inquirer, division of Triangle Publications Inc., is parent corporation of WFIL Philadelphia and WFIL-FM. Scripps-Howard, grantee for Cleveland, is affiliated with ownership of the *Cleveland Press* and other newspapers. Chronicle Publishing Co. publishes the *San Francisco Chronicle* and has a pending FM application before the FCC.

Philadelphia Inquirer station was granted use of channel 6, 82-66 mc; power 18.1 kw visual, 9.3 kw aural, with antenna height 500 feet. Grant is contingent upon (1) CAA approval and (2) that *Inquirer* install frequency monitor having accuracy of .001% or better as soon as available.

President of *Inquirer* is W. H. Annenberg. Joseph First is vice president and secretary and S. C. Annenberg is treasurer. R. A. Swanson and T. C. Colgan are assistant secretary and assistant treasurer, respectively.

Cleveland grant to Scripps-Howard Radio Inc., subsidiary of Scrips-Howard Newspapers, was for channel 5, 76-82 mc; power 40 kw visual, 37.4 kw aural; and antenna height of 540 feet. Scripps-Howard grant is also subject to CAA approval and installation of frequency monitor.

FM Pending

Scripps-Howard is licensee of WNOX Knoxville, and WCPO Cincinnati. FM applications for Indianapolis and Cleveland are pending before the Commission. An AM application for Cleveland also is pending. E. W. Scripps Co., parent organization of Scripps-Howard, controls the Memphis Publishing Co., licensee of WMC Memphis.

Officers of Scripps-Howard Radio Inc. are: Karl Bickel, chairman of the board; Jack R. Howard, president; James C. Hanrahan, R. B. Westergaard and Mortimer C. Watters, vice presidents; H. E. Neave, secretary-treasurer; Joseph R. Fawcett, assistant secretary-treasurer; Paul Patterson, controller and general counsel. Directors are Messrs. Bickel, Howard, Harrahan, Westergaard and Watters.

Application states that Mr. Harrahan, who has been directing Scripps-Howard Radio Washington's office, will become general manager of operations in Cleveland. Joseph B. Epperson, Scripps-Howard Radio chief engineer who was with the Army Signal Corps in radar work during the war, also moves to Cleveland to supervise technical operations.

Chronicle Publishing Co. was authorized to operate on channel 11, 198-204 mc; power 18.24 kw visual, 19.2 kw aural; antenna, 2281 feet. Chronicle grant was subject to similar conditions as *Inquirer* and Scripps-Howard.

Chronicle Publishing Co., applicant for a San Francisco FM station, is headed by George T. Cameron. Nion R. Tucker is vice president; E. L. Labadie, secretary-treasurer; and L. S. Denny is assistant sacretary-treasurer.

FCC meantime announced approval of assignment of license of WPTZ Philadelphia and relays W10XAF W10XAE and W10XAD from Philco Products Inc. to Philco Television Broadcasting Corp. in order to segregate television activity from other phases of the organization.

Capt. Beltz Is Sworn As Regular Navy Officer

CAPT. WILLIS H. (BILL) BELTZ, who has been on leave from RCA Victor as west coast manager of engineering products division since the war began, last Monday was sworn in as an officer in the regular Navy, in lieu of reserve status. He is now electronics officer of the Naval Shipyard, Philadelphia, and the Fourth Naval District.

Capt. Beltz

A reservist since 1925, Capt. Beltz was called to active duty just five years before acceptance of the permanent appointment—on July 15, 1941. He has been on duty in the Bureau of Ships, in charge of shore radio, and also served in the South and Southwest Pacific. He was assigned to Philadelphia in June 1944.

When called to active duty, Capt. Beltz was a reserve Lieutenant Commander. He was promoted to Captain in November 1944, with his commission dating back to June 1943. So far as is known, he is the only senior reserve officer from radio to accept permanent appointment postwar.

Johnson

(Continued from page 15)

of New Hampshire, militant questioner who has interested himself in FCC affairs and who has been particularly sharp in his interrogation of Presidential nominees for the Commission. He also clashed several times with former FCC Chairman James Lawrence Fly during hearings on the White-Wheeler Bill (S-814) in 1943.

Senator Tobey is now fourth ranking Republican member of the committee. Sen. Warren R. Austin of Vermont, next in line to Senator White, retires to accept appointment as American delegate on the United Nations Security Council. Sen. Henrik Shipstead of Minnesota, third in line, was defeated in the Republican primaries a fortnight ago.

Senator Johnson said the Interstate Commerce "is a very important committee and I'd be happy to be chairman." Should he succeed Senator Wheeler, broadcasting would have a friend at court who believes in free enterprise. He has no views on power, as does Senator Wheeler, who successfully fought power in excess of 50 kw.

"I have some general ideas of wanting the finest and best radio service in the world," said Senator Johnson. "My ideas are very general. I'm pretty much open minded. I have no firm convictions regarding power or any other technical phase of broadcasting.

"I know a great deal more about transportation than I do about communications, but I recognize that the communications field is very important and is about to become this country's greatest new industry. I'm an expert on transportation but you might say I'm in kindergarten in communications."

Johnson Born in West

Senator Johnson was born in Scandia, Kan., Jan. 1, 1884, and was raised on a cattle ranch in western Nebraska. He homesteaded in northwestern Colorado, operated the Farmers' Cooperative Milling Elevator, a produce business, and a farmers' cooperative for 10 years at Craig, Col., his present residence.

He served four terms in the Colorado House of Representatives, one term as lieutenant governor, and two terms as Governor of Colorado. He was elected to the Senate Nov. 3, 1936, and was reelected Nov. 3, 1942. His term expires Jan. 3, 1949. Senator Johnson is married, has one daughter, Mrs. Janet Grace Howsam, La Jara, Colo., and an adopted daughter, Mrs. Henry Arrance, Denver.

In addition to the Interstate Commerce Committee, he is a member of these committees: Finance, Military Affairs, Mines & Mining, Public Lands & Surveys, Special Silver, Special to Investigate Petroleum Resources, Special on Atomic Energy, and is vice president of the Interparliamentary Union.

He is ranking Majority member of the Military Affairs and Mines & Mining committees and chairman of the Finance subcommittee on Veterans' legislation, a group which has written more legislation than the full committee.

Early in the 79th session Senator Johnson introduced a bill (S-623) to prohibit advertising of alcoholic beverages on the air, although he never pressed for passage. The bill is scheduled to die in committee. He had introduced similar legislation at the beginning of every Congress since he was elected.

Senator Johnson was chairman of the Conference on the Lea Bill (S-63) and led the fight for its passage on the Senate floor.

WJOL Contract for Free Time Brings FCC Revocation Threat

RULING that a contract granting time rights for a long, indefinite period renders the licensee "impotent" to assume full responsibility in station operation, FCC last week proposed denial, without prejudice, of license renewal of WJOL Joliet, Ill.

The Commission proposed that WJOL which operates with 250 w on 1340 kc be granted temporary license for three months on condition that, within 30 days after finality of the decision, the licensee file with FCC a statement establishing that it has "full control over the operation of the station and the entire program structure thereof" and that no further effect be given to a nine-year-old agreement with A. J. Felman.

Felman Provision

The 1937 agreement, supplanting an earlier one reached when Mr. Felman sold the station to R. W. Hoffman in 1932, provides that so long as WJOL (formerly WCLS) is operating, Mr. Felman shall be allotted three-quarters of an hour a day without charge to advertise his own business, the Boston Store, the M. A. Felman Co. or any other firm with which he does business. The contract also called for Mr. Hoffman to pay Mr. Felman $5,000.

FCC's proposed decision said Mr. Felman uses part of the time to advertise his own business and sells the rest to other sponsors, who pay him directly.

Recalling its decision in the WKBW-WGR Buffalo case, in which it required cancellation of the stations' contract with Churchill Tabernacle, FCC said of WJOL:

". . . By giving effect to this agreement, the applicant has become divested of certain of the rights and powers which became vested in it under the station's license; it has been rendered impotent to assume and discharge full responsibility for the operation of the station in the public interest; and it has permitted a use of these radio facilities in a manner not authorized in the station's license."

Operation of WJOL under the agreement was found to be "not only in contravention of the provisions of Sec. 310(b) . . . but in contravention of Sec. 301 and Sec. 309(b)(1) of the Act."

"The existence of an agreement reserving portions of the broadcast day to one not under a statutory duty to operate the station in the public interest, for an indefinite period of time which may be of long duration through successive license terms—'so long as said Station WCLS is operated as a radio broadcasting station'—is in derogation of the licensee's duty to assume complete responsibility," . . . FCC said. "The licensee is hindered from exercising a flexibility of judgment concerning the overall program structure and from making substantial alterations of his program plans from time to time on the basis of his continuing experience in operating his station."

The Commission noted that the contract also "imposes a substantial restraint on the freedom with which a licensee may transfer his station license."

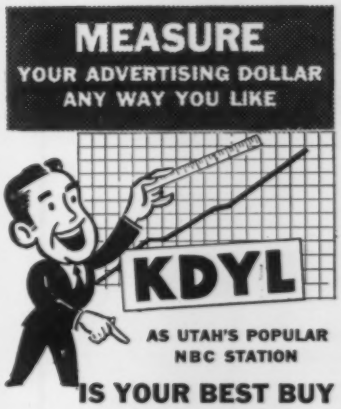
"The censorship claimed to be exercised by the station's management over Felman's proposed programs and its right to modify or revise such programs as it sees fit, has no bearing upon the ultimate result," the Commission contended.

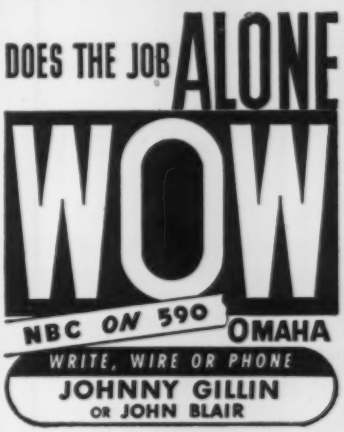
Sale of WJOL to the present owners on July 17, 1945, was subject to the Felman agreement "and the provisions of such agreement are being carried out," FCC reported. It was noted, however, that in approving the sale the Commission stipulated that "nothing herein contained shall be taken as giving approval to the pending application for renewal of license." At that time FCC said that in considering renewal it would consider "such plan as applicant may present" to reconcile the Communications Act's requirements with the contract with Mr. Felman.

Present owners of WJOL are: Calvin Wilson of Charleston, W. Va., president (20%); Robert L. Bowles, vice president and general manager (20%); Wilard Erwin Jr., of Charleston, secretary-treasurer (10%); Arthur C. Litton, director (10%); Clint Litton, director (10%); Norman S. Fitzhugh Jr., director (10%) and Gerald C. Smith, director (20%).

Ehrich to ABC

EDWARD PRICE EHRICH, formerly with NBC Radio Recording Division, has joined the ABC business development department as a presentation writer. He served with the Air Combat Intelligence Branch of the Navy as lieutenant commander during the war.





Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day, 1000 watts night, 950 Kc. Rep. by Hollingbery

CBS STATION FOR THE SPARTANBURG-GREENVILLE MARKET

BEST 50,000 WATT BUY OF THE WEEK

Robert Q Lewis

Sensational young disc jockey with a unique sales-pulling personality. *Available Participation Basis.*

5-6 pm • 9-10 pm weekdays

WHN NEW YORK

Represented by RAMBEAU

The Nunn Stations

SERVE AND SELL IN 5 GROWING MARKETS

- WMOB—ABC Mobile, Ala.
- WBIR—ABC Knoxville, Tenn.
- WLAP—ABC Lexington, Ky.
- KFDA—ABC Amarillo, Tex.
- WCMI—CBS Ashland, Ky. Huntington, W. Va.

Special Assistant to Prosecute Petrillo

Wide Interest in Case Insures Naming Supervisor

A SPECIAL assistant attorney general will be assigned by Attorney General Tom C. Clark to supervise prosecution of James Caesar Petrillo, president of the American Federation of Musicians, on charges of violating the Lea Act, it was learned last week.

Mr. Petrillo was charged with violation of Section 506, Title V, Federal Communications Act of 1934, as amended, following his strike against WAAF Chicago, owned by the *Drovers Journal*. WAAF refused to employ three extra AFM members as demanded by the music czar [BROADCASTING, May 27].

Active Supervision

Determination to actively supervise the case from the lower courts to the Supreme Court was reached by the Attorney General, it was understood, in view of the interest members of Congress have taken in the proceedings.

Rep. Clarence F. Lea (D-Calif.), chairman of the House Interstate & Foreign Commerce Committee and author of the Act bearing his name, wrote Attorney General Clark suggesting that J. Albert Woll, U. S. District Attorney for the Northern District of Illinois, might desire to assign an assistant to represent the Government because the U. S. attorney is the son of Matthew Woll, second vice president of the American Federation of Labor, with which the AFM is affiliated [BROADCASTING, July 1]. Such a move, Mr. Lea felt, would save Mr. Woll "embarrassment," he said.

Meanwhile counsel for the music czar on Monday filed motion in the Federal District Court, Chicago, to dismiss the Government's Bill of Information which charged Mr. Petrillo with violating the Lea Act [BROADCASTING, June 17]. Petrillo counsel was given until Aug. 5 to file supporting briefs and the Government until Sept. 9 to file reply briefs.

A spokesman for the Attorney General said that until final briefs are filed Sept. 9 the Petrillo case will be one of "paper work." Although Mr. Woll instituted action, the Attorney General's office in Washington drafted the Bill of Information and will draft all subsequent filings. When the case reaches hearing, the Attorney General will assign a special assistant to represent the Government.

Highly Regarded

Mr. Woll, meantime, has told BROADCASTING he planned to continue on the case until "notified otherwise" by the Attorney General. He is regarded in Washington as one of the top District Attorneys in the service, and a vigorous prosecutor. A spokesman in the Attorney General's office said, however, that Mr. Woll had been placed in an embarrassing position through his relationship with an AFL executive, although the Attorney General had the "highest regard" for Mr. Woll's ability.

Mr. Woll was absent from his office last Monday because of the death of his mother. Maurice J. Walsh, assistant district attorney in charge of the Criminal Division, represented him, however, when the dismissal motion was filed.

Signed by Joseph A. Padway, Henry Kaiser, Henry A. Friedman and David Katz, counsel for the defendant, Monday's motion alleged the Government's Bill of Information "does not state facts sufficient to constitute an offense against the United States because it purports to charge a violation of Section 506 of Title V of the Communications Act of 1934, as amended."

Mr. Padway is general counsel for the AFL and the AFM. Mr. Kaiser is his assistant. They headquarter in Washington. Mr. Friedman, also an AFM counsel, has offices in New York. Mr. Katz is counsel for the Chicago AFM Local, of which Mr. Petrillo also is president.

Specifically the motion alleges that the Lea Act, also referred to as the anti-Petrillo law, is unconstitutional. It "contravenes the First Amendment" in that it "abridges freedom of speech," the motion charged.

"It is repugnant to the Fifth Amendment," particularly the "due process" clause, because it "defines a crime in terms that are excessively vague," it "denies equal protection of the law" and "denies liberty of contract," the Petrillo motion set out.

The Lea Act, said counsel for the musicians' chieftain, violates the Thirteenth Amendment "in that it imposes involuntary servitude" and it is "contrary to the Tenth Amendment" because it is "a Congressional exercise of power not delegated to the United States by the Constitution."

Several Courses Open

Several courses of action are open, it was explained. Inasmuch as the question of constitutionality is the sole one raised by defendant, the lower court could sustain the motion and dismiss proceedings, opening the way for a direct appeal to the Supreme Court.

After the Government files reply briefs, oral argument can be held in the District Court and a decision then handed down. Should such a decision favor Mr. Petrillo, the Government would appeal. If it favored the Government, Mr. Petrillo would appeal.

In view of the fact that Mr. Petrillo has admitted that he ordered WAAF Chicago to employ three additional AFM members, that he called a strike when the station refused to comply, and that he ordered the station picketed—all in violation of the Lea Act, there is no issue of facts. Mr. Petrillo contended, that in violating the Lea Act, he was advised by counsel that the Act was not constitutional.

He has threatened to clamp down on networks and radio generally if the Supreme Court upholds the Lea Act. Congressman Lea said at the time he introduced the bill that he had been advised by "competent legal counsel" that the Act was not constitutional.

Text of the motion to dismiss follows:

The defendant moves that the Information be dismissed on the following grounds:

The information does not state facts sufficient to constitute an offense against the United States because it purports to charge a violation of Section 506 of Title V of the Communications Act of 1934, as amended, approved April 16, 1946, Public Law No. 344, 79th Congress, Second Session, which

(a) contravenes the First Amendment to the Constitution of the United States in that it abridges freedom of speech;

(b) is repugnant to the Fifth Amendment to the Constitution of the United States, and particularly the due process clause thereof, in that it defines a crime in terms that are excessively vague, in that it denies equal protection of the law and in that it denies liberty of contract;

(c) violates the Thirteenth Amendment to the Constitution of the United States in that it imposes involuntary servitude;

(d) is contrary to the Tenth Amendment to the Constitution of the United States in that it is a Congressional exercise of power not delegated to the United States by the Constitution.

(S) Joseph A. Padway
Henry Kaiser
Henry A. Friedman
by Jos. A. Padway
David Katz
Counsel for the Defendant

BIRTHDAY OF WBCA IS NOTED BY DENNY

FULL PAGE advertisement, run July 17 by WBCA Schenectady, N. Y., in the *Schenectady Gazette* to announce completion of five years of FM broadcast service, contained reprint of congratulatory letter by Charles R. Denny, acting FCC chairman, and those of other industry and civic figures.

In acknowledging WBCA's fifth anniversary of fulltime commercial FM operation Mr. Denny stated, "The Frequency Modulation stations offer the finest aural broadcasting which is obtainable in the present state of radio art and your successful operation during the past five years is further evidence that this new high fidelity and static free broadcast service is destined to have the widest public acceptance. I wish you success in your efforts to provide the best possible public service in your community."

WBCA licensee is Capitol Broadcasting Co. Station operates on 44.7 mc, has requested switch to 101.1 mc with 6.589 sq. mi. coverage.

Sets in Use Decline To 18.4 Indicated

MR. DISTRICT ATTORNEY was in first place among the "first 15" evening programs in the July 15 network Hooper; Walter Winchell was second and the *Screen Guild Players* third.

Average evening sets-in-use reported were 18.4, down 3.5 from last report, down 0.1 from a year ago. The average evening rating was 5.5, down 0.8 from last report and up 0.1 from last year.

The average available audience was 69.6, down 5.9 from last report and down 0.7 from the same period last year.

The current total sponsored hour index was 58¼, as compared with 70 last report and 71 a year ago.

First 15 evening programs were as follows: *Mr. District Attorney*, 13.3; Walter Winchell, 12.6; *Screen Guild Players*, 10.5; Kay Kyser, 10.3; *Man Called X*, 9.8; *Bob Hawk Show*, 9.8; *Aldrich Family*, 9.7; *Jack Haley with Eve Arden*, 8.9; *Dr. Christian*, 8.9; Drew Pearson, 8.7; *People Are Funny*, 8.5; *Your Hit Parade*, 8.4; *Take It or Leave It*, 8.3; *New Louella Parsons Show*, 8.2; *Truth or Consequences*, 8.1; *Date With Judy*, 8.1.

Top ten weekday programs were: *When a Girl Marries*, 6.4; *Breakfast in Hollywood* (Kellogg), 6.0; *Pepper Young's Family*, 5.9; *Lorenzo Jones*, 5.6; *Portia Faces Life*, 5.5; *Breakfast in Hollywood* (Procter & Gamble), 5.3; *Ma. Parkins* (NBC), 5.0; *Right to Happiness*, 5.0; *Stella Dallas*, 4.8; *Big Sister*, 4.6; *Ma Perkins* (CBS), 4.6; *Romance of Helen Trent*, 4.6.

L. A. ENGINEERS GET 18 TO 30% RAISES

SHAPE of new contract between IBEW and 12 independent Los Angeles stations has finally been fixed with acceptance of 30% and 18% increases for all engineers concerned. Increase depends on size of station, according to Roy Tindall, business manager of Local 40. Dollar wise pay hike means $85 per week for those employed at KFWB KMPC and KXLA.

Salaries go to $75 at KFVD KGER KFOX KFAC KRKD and KLAC. KGFJ KIEV and KWKW will pay $68. Stations are not happy with settlement. One executive characterized the new wage scale as being "the highest anywhere in the country." Instead of joint bargaining by all 12 stations as conducted in these negotiations, it is felt that each operator will handle his own in future IBEW dealings.

Vick Campaign

VICK CHEMICAL Co., New York (Vicks Vaporub, Va-tro-nol, and cough drops), Sept. 16 for 26 weeks start a national spot campaign. Agency is Morse International, New York.

Radio Slogans, Methods and Character Names Protected by New Lanham Act

PROTECTION for radio service marks, equivalent to that afforded all trade marks and which would include advertising slogans and methods of presentation thereof, geographical designations and character names, is given to radio for the first time under the new Lanham Act. The Act (HR-1654), after hanging fire in varied forms on Capitol Hill for the last nine years, was passed earlier this month and signed by President Truman July 5.

In describing the scope of its protection to radio, covering such advertising innovations as singing jingles, Sonovox messages and countless slogans that become everyday catch-phrases, the Lanham Act specifically protects marks "used in the sale or advertising of services to identify the services of one person and distinguish them from the services of others and includes without limitation the marks, names, symbols, titles, designations, slogans, character names, and distinctive features of radio and other advertising used in commerce.

20 Year Protection

Such protection is for 20 years, the Act further specifies.

Title II of the Act provides the actual protection for radio with registration in the supplemental register at the Patent Office. Sec. 23 under Title II is worded to include any name, word, slogan, phrase, etc., but such mark must be capable of distinguishing the applicant's goods or services.

Certificate of registration is to remain in force for 20 years, provided that the registration of any mark under the provisions of this Act shall be cancelled by the Commissioner (of Patents) at the end of six years following its date, unless within one year preceding the expiration of such six years, the registrant shall file in the Patent Office an affidavit showing that the mark is still in use or showing that nonuse is due to circumstances that are excusable and not due to any intention to abandon the mark.

In accepting an application for entry in the Principal Register at the Patent Office, the Lanham Act states that "The Commissioner may accept as *prima facie* evidence that the mark has become distinctive, as applied to the applicant's goods in commerce, proof of substantially exclusive and continuous use thereof as a mark by the applicant in commerce for the five years next preceding the date of the filing of the application for its registration."

Filing at the Patent Office must be a written application in such form as may be prescribed by the Commissioner, verified by the applicant, or by a member of the applicant organization, giving the date of the applicant's first use of the service mark, the manner in which the mark is associated with the applicant's goods or services, the mode and manner of use and a statement that, to the applicant's knowledge, no other person or firm, corporation or association has the right to use the mark in the identical form thereof or in such near resemblance thereto as might be calculated to deceive.

Original application requires paying into the Patent Office of a $25 filing fee in each class on either the principal or the supplemental register. Same fee applies for applications for renewal.

Hatfield Appointed

LESTER N. HATFIELD, former chief sales engineer of Press Wireless Manufacturing Corp., Long Island City, N. Y., has been appointed chief engineer of the firm. Before joining Press Wireless in Jan. 1945, Mr. Hatfield was with CBS for 10 years as technician and engineer and before that was chief engineer of KWSC Pullman, Wash. During the war Mr. Hatfield served as a lieutenant with the Electronics Division of the Navy Bureau of Ships.

Best Retail Store Radio Shows Sought by NAB

SURVEY to determine successful types of programs for local retail outlets is being conducted by Frank E. Pellegrin, NAB director of broadcast advertising, and Kenneth H. Baker, NAB director of research.

Results of the survey will be used in connection with the Joske's of Texas report, now being prepared under supervision of Miss Lee Hart, assistant director of broadcast advertising.

Every member station of NAB has been contacted to learn what kinds of programs are presented for retailers, at what hours and direct sales results.

Power Firm Grant

FIRST AUTHORIZATION looking toward establishment of a radio-communication service for power utilities was made by FCC last week in a grant to the City of Columbus, Ohio, for an Experimental Class 2 station. Two transmitters will be used, employing one mobile station with 20 units installed on city-owned vehicles to speed responses to emergency and other calls for repairs and protection of the electric light, power and water systems.

W. R. Ennell

SAYS...

4 MILLION MILES OF SMOKES!

Richmond factories turned them out! Over 100 billion cigarettes in 1945! Enough to encircle the globe 180 times! A performance about which and through which radio advertisers can crow and grow! WRNL, in the heart of the capitol of Virginia, "down where the smokes begin", holds the listening ear . . . and the buying power . . . of the smoking public today!

WRNL 5000 WATTS RICHMOND, VA.

NIGHT & DAY 910 KC

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

KANSAS CITY IS A KONY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

Argument on D. C. FM, KQW July 30

ORAL ARGUMENT on Washington, D. C. FM applications and on FCC's proposed denial of $950,000 sale of KQW San Francisco to CBS will be held before the Commission July 30.

Eight of the eleven Washington applicants have received proposed assignments out of the 11 channels now allocated to the Washington area. Under the Commission's reservation plan (see story page 18), two of the remaining three would be withheld from assignment for one year.

Although three applicants remain, one (Mid- Coastal Broadcasting Co.) has asked that its application be dismissed without prejudice, but the Commission has not yet acted on the petition. Other remaining applicants are Capital Broadcasting Co. (WWDC) and Chesapeake Broadcasting Co.

Eight applicants who received proposed grants [BROADCASTING, June 10] are Commercial Radio Equipment Co.; Cowles Broadcasting Co. (WOL); NBC; Metropolitan Broadcasting Co.; Potomac Broadcasting Cooperative Inc.; Evening Star Broadcasting Co. (WMAL); WINX Broadcasting Co. Inc.; Theodore Granik.

In the KQW case, FCC based its proposed denial on grounds that the transfer would give CBS too great a concentration of control.

Charge KJR Is Not Operating in Public Interest As Result of Political Campaign

CHARGES that KJR Seattle is not operating in the public interest as a result of the recent Congressional campaign in which Rep. Hugh DeLacy (D-Wash.) defeated Howard Costigan, radio commentator, for the Democratic nomination, were filed last week with the FCC by George Pepper, executive director, Independent Citizens Committee of Arts, Sciences and Professions, Seattle.

Reasons Listed

Although no formal petition was presented, Mr. Pepper, in a letter to the Commission, asked that both KJR and KIRO Seattle be investigated. KIRO, he said, refused to sell the ICCASP time during the campaign. Specifically Mr. Pepper charged that KJR has failed to operate in the public interest for these reasons:

(1) Permitting unsubstantiated personal attacks designed to smear an individual and thus discredit his organization and in turn the candidate the organization supports.
(2) Unequal and discriminatory censorship resulting to the actual benefit of one candidate as against another.
(3) Failure to withdraw material objectionable to the public interest when sworn testimony proving its objectionable nature was available.
(4) Failure to make clear whether or not equal time was being granted to answer this material.
(5) Refusal, upon request, to produce the script of Mrs. Howard Costigan's material.

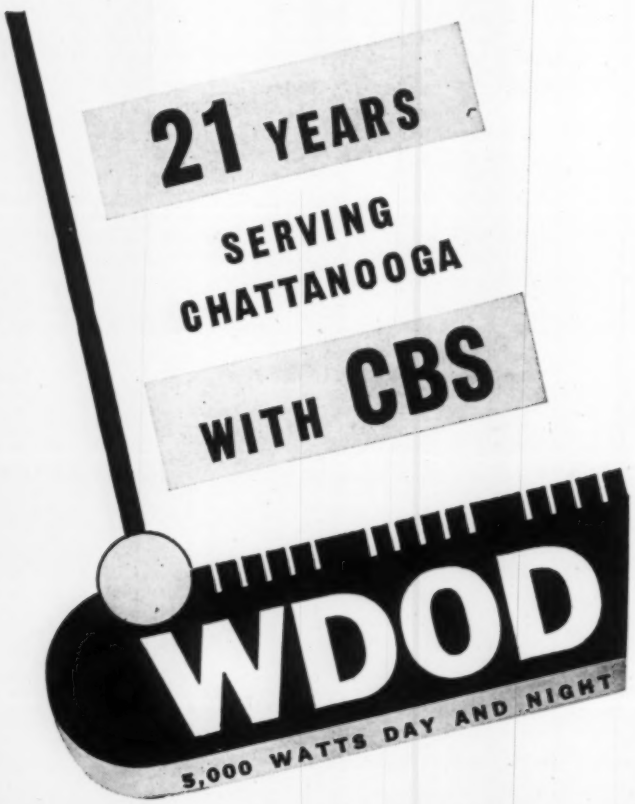
A sworn statement by James Roosevelt, son of the late President and $25,000-a-year head of the ICCASP, refuting charges by Mrs. Costigan, in which she allegedly said that "Jimmy confided in me that George Pepper has been known in California for a background of close association with Communist-backed activity," was submitted by Mr. Pepper. The comment is alleged by Mr. Pepper to have been made at the end of a broadcast by Mrs. Anna Boettiger, daughter of the late President, who supported Mr. Costigan.

Mr. Pepper objected because KJR, he said, refused to permit use of certain words in a reply written by Mr. Roosevelt and delivered by Prof. Joseph B. Harrison, chairman of the ICCASP Northwest Division. He charged the station refused to permit Prof. Harrison to say that "your opposition is now relying on a campaign of trickery," changing "trickery" to "personal attacks" and that the station deleted this sentence: "The point of her visit seemed to be that because she had been a member of the Communist Party she was in a position to call others Communist without any further proof than her own statement."

Les L. Finkle Organizes Own Advertising Agency

LES L. FINKLE, former sales division executive of Macfadden Publications, has formed his own Los Angeles advertising agency under firm name of Les L. Finkle Assoc., with offices at 408 S. Spring St. Telephone is York 2251.

Bill Rosenberg, former producer and public relations associate of KFPY Spokane, Wash., has joined agency as account executive and radio director. During his 12 years with Macfadden, Mr. Finkle served as radio associate in the interest of broadcasts for *Liberty*, *True Story*, *True Detective* and *Radio Mirror* magazines. In addition he operated his New York transcription service under firm name of Radio Features Inc.



NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

An All-Time Favorite
FLYING HOME
Published by
REGENT MUSIC CORP.
• • •
Performance Rights
Licensed Through
BMI
BROADCAST MUSIC INC.
580 Fifth Ave., New York 19, N.Y.

U. S. Bid Accepted By Fifteen Nations

Plan Frequency Expert Meet Preceding Conference

WITH BRITAIN urging a World Broadcasting Conference in Brussels next fall and Russia calling for a conference in Europe, the U. S. last week had been notified by the Berne Bureau that 15 nations of more than 50 had registered acceptance to the U. S. proposal to hold a World Telecommunications Conference in this country next spring [BROADCASTING, June 24].

Under the U. S. proposal for a meeting in 1947, tentative plans are to call a meeting of frequency experts just prior to the conference, should the necessary 20 nations accept the U. S. proposals.

Meanwhile the British House of Commons, by a 271-137 vote, Tuesday upheld the Labor Government's refusal to accept an inquiry into the British Broadcasting Corp. before the BBC charter expires Dec. 31. Thus the five-year extension, under Government control, was approved.

No Conclusions

Declaring that the Labor Government would ask for an independent study of BBC before the five-year charter extension expires in 1951—possibly about 1948—Herbert Morrison, Lord President of the Council and Labor Party leader, said the Government could reach no conclusions about BBC until it knows how many additional frequencies will be available.

Mr. Morrison's declared intention to discourage foreign broadcasts [BROADCASTING, July 15] was challenged by Conservatives. He denied that jamming was contemplated, as reported widely in the British press and inferred during debates a fortnight earlier, but revealed that the British and French Governments are about to open negotiations with a view to buying time on the powerful transmitter of Radio Luxemburg to beam broadcasts to Austria and Germany.

Daytime Listeners Prefer Same Types Of Programs, NAB Researchers Find

STUDIES in selective listening indicate that listeners, particularly during the day, "desire to stay tuned to the same general type of program for some time," according to a brochure titled *Radio Audience Measurement*, prepared by the NAB Research Committee and released last week [BROADCASTING, July 15].

Although selective listening studies are comparatively new in the field of audience measurement, they are rapidly becoming a "valuable tool in assessing the effects of competing programs and in determining the proper sequence of programs to maintain the largest possible audience, the committee said. There is evidence, said the report, that listeners will turn from station to station to hear the same general type programs.

While the committee made no effort to evaluate the various types of surveys, each was given careful study and the summary was prepared, according to Kenneth H. Baker, NAB director of research, to provide background for broadcasters and others interested in measurement problems.

John C. Tully, WJAC Johnstown, Pa., chairman of the Research Committee, named the following subcommittee which made the study and prepared the brochure: Dale L. Taylor, WENY Elmira, N. Y., chairman; Hugh M. Beville, NBC; Roger W. Clipp, WFIL Philadelphia; Edward F. Evans, ABC; Elmo Wilson, CBS.

Two Applications For Day Stations

APPLICATIONS for standard daytime stations on clear channel assignments were filed with the FCC last week by two holders of conditional FM grants. Theodore Granik, who holds a proposed grant for a metropolitan station in Washington, D. C. [BROADCASTING, March 25], requested power of 5 kw on 890 kc and Elias I. Godofsky, holder of a conditional grant for a community FM station in Hempstead, N. Y. [BROADCASTING, April 15], applied for 1090 kc with 250 w power.

Mr. Granik, founder, producer and director of the *American Forum of the Air*, stated that a large part of his program schedule would be devoted to public affairs. Commercial advertising, the application added, would be restricted to reputable products. Mr. Granik was former assistant district attorney of New York and counsel to U. S. Housing Authority. He is a Washington corporation attorney.

Mr. Godofsky was owner of WLIB New York, until the station was sold to Dorothy Thackrey, publisher of the *New York Post*. (See sketch page 52). At that time, he was appointed president and general manager of the station. He resigned that position in April 1945.

FCC also reported applications from WNYE, New York City FM station, to change frequency from 42.1 mc to 91.7 mc (channel 219) and increase power from 1000 w to 10 kw and the Cleveland Board of Education—WBOE—to switch from 42.5 mc with 1 kw power, to 90.1 mc with power increase to 3 kw. Both stations are noncommercial educational outlets.

MAYFLOWER GROUP FORMED IN BOSTON

MAYFLOWER Group of Radio Stations was formed last Wednesday at a meeting at Boston's Hotel Statler. The group offers advertisers a unit for New England coverage of community stations. It is offered to tmebuyers and account executives seeking intense New England coverage in one package.

An extensive promotion campaign is planned for the group. Bertha Bannan, radio representation organization, of Boston, will handle sales.

Tentative list of stations includes: WHYN Holyoke, WHAI Greenfield; WBRK Pittsfield, WESX Salem, WOCB Cape Cod, WNBH New Bedford, WNAB Bridgeport, WKNB New Britain, WNHC New Haven, WNLC New London, WNOC Norwich, WSTC Stamford, WATR Waterbury, WKXL Conford, WKNE Keene, WLNH Laconia, WHEB Portsmouth, WKBR Manchester, WCOU Lewiston, WAGM Presque Isle, WJOY Burlington, WSYB Rutland, WWSR St. Albans, WDEV Waterbury.

Allen Leaves Rambeau

FRED L. ALLEN, four years Pacific Coast manager of William G. Rambeau Co., station representative, has resigned effective Aug. 1 to devote full time to his work as account executive of KFWB Hollywood.

Hon. Frank Coulter
Young & Rubicam, Inc.
New York City

Dear Frank:

The "Professor" has gone and done it again. The "Professor"—that's the nickname we've given our educational director, Harry Brawley — has a new program that's got the whole town talkin'. It's called the "WCHS Roundtable". Every Monday night at 8:30, three or four prominent Charlestonians gather round the "WCHS Roundtable" to talk about an important topic of the day. Sometimes the discussions get a little on the warm side, so Harry stands by as referee. Like I was tellin' Myrt today, the "Professor" certainly adds a lot to the programming at WCHS and of course that makes for more listeners to our other programs. Yes Sir, I wonder what the "Professor" will be thinkin' up next!

Yrs.

Algy

WCHS
Charleston, W. Va.

KFMB Sells SAN DIEGO

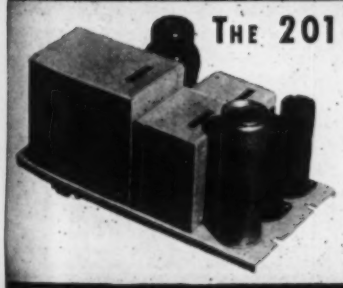
465,720 People (by actual 1946 U. S. Census) live within 15 miles of our antenna—all but 9,500 within 5 miles of downtown San Diego. You sell quickly, surely —because you sell "from within" when you use KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

Worthy of an Engineer's Careful Consideration

THE 201 SERIES RECTIFIERS



The 201 Series consists of the 201-A which has a single filter stage and 201-B which has a dual filter stage. The latter type is designed to supply filament and plate power for pre-amplifiers, such as Types 106 and 111. The 201 Series also supplies power for associated line amplifiers such as the Langevin 102 Series. Both units of the 201 Series possess excellent regulation and low ripple content.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W. 65 St. 23 | SAN FRANCISCO 1050 Howard St. 3 | LOS ANGELES 1000 N. Seward St. 38

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Radio time salesman wanted to do constructive selling. Must write copy for own accounts. No high pressure selling. NBC station, well established. Rocky Mountain area. Box 449, BROADCASTING.

Chief engineer—Local midwest ABC affiliate. Must be familiar with RCA equipment and experienced in maintenance and construction. Prefer young aggressive man. In answering include details of education, radio experience, age, photograph, references, and other pertinent information. Starting salary $300, opportunity for advancement. Write Box 510 BROADCASTING.

Salesman, preferably single, and who can write copy for 5000 watt NBC Rocky Mountain station. Send photo, references, Box 517, BROADCASTING.

Announcer-continuity writer and idea man for 1000 watt network affiliate in west. Appreciate transcription, photo, sample continuity, references. Box 518, BROADCASTING.

Transmitter operator—First class license, one kilowatt southeast NBC affiliate—$40 on 50 hr. basis. Give full details in first letter. Box 530, BROADCASTING.

Combination announcer-operators with first class ticket. NBC station small southern town. Pleasant working condition. Box 548, BROADCASTING.

Operators with first class license, no experience necessary. Box 549, BROADCASTING.

Chief engineer. Opportunity for experienced engineer to become associated with construction, operation and maintenance of new New York City area FM-AM station. Write in confidence education details, radio experience, age, etc. Long Island residency desirable. Box 564, BROADCASTING.

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Time salesman. Young, energetic man looking for good connection. Midwest Mutual affiliate. Prefer experienced salesman who has worked smaller towns. Write Box 575, BROADCASTING, giving experience, references, salary expected, etc.

Wanted—Good experienced announcer. Must be able to give news and handle disc shows. Write Radio Station WISH, Indianapolis, Ind.

Salesman. Want strictly high class producer—better, in fact, than we can afford; but the man who needs mild, high, dry, healthful climate of southwest will find $50.00 weekly, plus commission, more than adequate in small town. Station progressive but undersold; needs hypo. Organization expanding; right individual will find opportunity for increasing responsibility. Incidentally, hunting, fishing, scenery, as well as climate, of the best. Write full details. Box 584, BROADCASTING.

Midwest announcer—Immediate opening for experienced commercial man with knowledge of popular music, records and handling personality shows—also experienced special events news man with news and journalism experience. Five kw station, ABC network, in capital city of midwest state. Highly aggressive organization. Salary commensurate with ability. Field wide open for right type personality with experience. Box 588, BROADCASTING.

Progressive chain of Intermountain west stations needs combination announcer-engineers. First class tickets essential. Opportunity to get set with rapidly expanding firm where ability, versatility and hard work will pay off. Tell your complete story and state expected starting salary. Box 589, BROADCASTING.

Announcer—Virginia station needs flexible man with general announcing experience, good voice desirable, but operational ability and smoothness essential. Starting salary $40.00—audition disc required. Write Box 590, BROADCASTING.

Help Wanted (Cont'd)

Transcription salesman—Have 5 minute show available—60 episodes. All territories open. New, different, specialized, high commissions. Write for details. Box 591, BROADCASTING.

Aggressive salesman wanted for Texas station. Give full details. Box 592, BROADCASTING.

Manager—New Washington independent station, must be experienced. Veteran preferred. Box 593, BROADCASTING.

New Manchester, New Hampshire, station has the following positions open, commencing September 1: commercial manager, program director, announcers and engineers. Write qualifications and salary requirements to H. S. Killgore, P. O. Box 887, Grand Central Station, New York City.

Wanted—Experienced local radio salesman for station 10 years old. Send full information, first letter, to Gerald J. Morey, WNLC, New London, Conn.

Wanted—Two transmitter engineers for 250 watt southern station. Must have first class license but broadcast experience not essential. KHBG, Okmulgee, Okla.

Radio Station WCTA, Andalusia, Alabama, new station with opportunities desires: first class engineer-announcer; beginning announcer with some experience; radio woman with announcing ability. Send details and salary expected.

Wanted—First class operator-announcer. WKEU, Griffin, Georgia.

Wanted—Combination announcer - first class engineer for progressive CBS affiliate. Contact Glenn Warnock, Mgr., WAIM Anderson, S. C.

Operator-announcers for new 250 watt network station in the heart of Montana's scenic wonderland. Start about August 15, pay $40.00 for 40 hours, with some overtime. 15,000 population smelter town with lakes, streams and forest close by. Chance for advancement in progressive outfit where working conditions are right. Audition record and information to Don Jones, Mgr., KANA, Anaconda, Mont.

Need aggressive commercial man with local account experience. Salary or commission or both. Give references, earnings required first letter. KTBS, NBC affiliate, P. O. Box 1121, Shreveport, La.

Engineeer—First class, veteran preferred. Give full details. P. O. Box 111, McComb, Miss.

Opening for combination operator-announcer in new station. Send disc of voice if possible. Write or wire KVOC, Casper, Wyoming.

Engineer-announcer wanted by NBC station in citrus belt of Florida. Experience in routine announcing required. First class license required. Good salary. Opportunity for advancement. Radio Station WLAK, Lakeland, Florida.

First class engineer. Single, veteran preferred. Broadcast experience unnecessary. KFJB, Marshalltown, Iowa.

Wanted — Announcer - operators, copywriters, salespeople, all useful personnel. Radio's Reliable Resources (Employment Agency), Box 413, Philadelphia.

Engineer—announcer. NBC station has excellent opportunity for two good combination men. Must have first class license with emphasis on announcing ability. Married men preferred who want to settle permanently in one of California's most interesting cities. Weekly salary $60.00 for forty hours. Wire, write or phone Manager, KCRA, Sacramento, California.

PERSONALITY

Experienced ad liber announcer available now to build your audience participation, live talent and record shows. Good appearance, successful background, vet., age 30. University background. Will send transcription of actual broadcast.

BOX 573, BROADCASTING

Help Wanted (Cont'd)

Combination operator-announcer with first class license for 250 watt Mutual station, newspaper owned. RCA equipment. Modern, progressive, western city. Salary averages about $50 week for handling half of 101 hours on air. Submit voice recording, snapshot, details of experience. Star Printing Co., Miles City, Mont.

Combination announcer-operator with first class license for regional NBC affiliate. Send snapshot first letter. KSEI, Pocatello, Idaho.

First class operator, 250 watt Mutual station. Write giving background information, salary expected. WSSV, Petersburg, Virginia.

Announcer—Network station in prosperous southwest area wants best announcer available within our budget. No control work. Ideal working conditions. Send full details, salary requirements and transcription. P. O. Box 711, Harlingen, Texas.

Wanted—Chief engineer and two operators with first class tickets for new 250 watt network station in deep south. Southern veterans preferred but not necessary. Good permanent connection. Send photo, salary requirements and references first letter. Box 604, BROADCASTING.

Operator—First class license. KWFC, Hot Springs, Arkansas.

Chief engineer—For construction and operation new independent FM station. Desire aggressive young man with initiative who likes responsibility. Include all details in application. Write Penn-Allen Broadcasting Co., 1308 Chew St., Allentown, Penna.

5000 watt CBS station in good southern market has opening for topnotch commercial man with radio selling experience, preferably in the south. Box 610, BROADCASTING.

Wanted—Transcription salesman to sell new transcribed program. Experienced men only apply. Box 611, BROADCASTING.

Are you a traveling man, at present selling transcribed programs? We have a wonderful opportunity for you to sell a new transcribed program. Box 612, BROADCASTING.

Situations Wanted

Nine years experience announcing, selling, managing. Want job on 250 watt in small town with chance to eventually buy interest. Capable, dependable. Box 392, BROADCASTING.

Salesman—Well experienced, hard worker, high volumes, ideas, prefer west coast. Family man. Box 541, BROADCASTING.

Experienced, first class operator, 11 years in radio. Can do combination. Have had construction experience. 33, married, veteran. Available on 10 days' notice. Answer Box 546, BROADCASTING.

Chief engineer, experienced, installation, maintenance, operation all types equipment. Announcing and recording. Experienced as chief of 250. Prefer midwest. Box 557, BROADCASTING.

Attention new station applicants! Experienced station owner-manager, Washington resident and himself a new station applicant, can help you with your application; your hearing; and construction, staffing, and management after CP granted. Box 560, BROADCASTING.

Discharged veteran, ten years' experience in radio, desires position on eastern station as sports announcer (play-by-play), early morning disc jockey, or special events announcer. Audition platter available. Plenty of pep and salesmanship. Start at $60 per week. Box 562, BROADCASTING.

Engineer-operator—First class license, seven years experience in transmitters, recording and operating. Can do announcing. Veteran. Box 571, BROADCASTING.

LOOKING FOR A JOB?

READ . . . "RADIO JOBS"

A weekly newsletter, devoted exclusively to news of current openings at stations throughout the country. Covers announcers, engineers, salesmen, writers, managers, etc. $2.50 for 3 months (13 issues). Or, send 25 cents for latest issue.

RADIO JOBS

545 Fifth Ave., New York 17, N. Y.

Situations Wanted (Cont'd)

Program-production-director. 10 years experience. Top musical programs, AM, FM and television. Want progressive affiliation in east. Box 580, BROADCASTING.

Available—Qualified, all useful personnel. Radio's Reliable Resources. Box 412 Philadelphia.

Engineer—Thoroughly qualified to assume responsibilities of any position on your engineering staff including that of chief engineer, plant supervisor or technical director. 18 years experience, construction, installation, operation maintenance, 100 watt to 50 kw, including three years as chief engineer and executive officer for an entire region of the Army Communications Service. Now employed 5 kw network affiliate. Available on short notice. Salary open. Box 581, BROADCASTING.

Combination "young man who sells in two fields". Primarily topnotch announcing newscaster with outstanding voice and delivery. Can switch to western personality as solo singer with self-styled guitar accompaniment. M.C. own show. Commercial. Well experienced. Excellent references. Box 582, BROADCASTING.

Announcer—Two years metropolitan experience. Newscasting, commercials, remotes. Desires southern connection. Minimum salary $70.00. Transcription on request. Box 583, BROADCASTING.

(Continued on page 95)

MAN and WIFE
Creators and Producers
of
Commercial Programs
Available to produce
on
MIDDLE-SIZED STATION
(they're fed up with big cities)

15 years' experience
(local, regional, network)
Top References
Write or wire Box 603,
BROADCASTING
(if there's a house to live in)

Opportunity in Paradise

WANTED: Two VERSATILE Announcers in a fruitful Valley.

Surroundings of lazy palms and orange blossoms PLUS capable work—is certain to create a heartwarming "job-picture" for two fellows worthy of such a position.

Salary—excellent. Send ET with first letter.

BOX 572, BROADCASTING

● **Broadcasting executive, many years East and Midwest with local, network headquarters, and affiliated station experience in station administration offers his services on consultant basis to assist newcomers in AM and FM in all matters except engineering such as station organization, budgets, rate card structure, commercial and program practices with an eye to FCC standards as exemplified in the Blue Book; install systems for traffic, accounting, program analysis, and similar procedures; assistance in studio layout for best functional purposes; personnel selection and training. Available long or short term basis anywhere in U. S. Or will consider permanent appointment in managerial capacity, preferably with network affiliate. Write Box 555, BROADCASTING.**

Situations Wanted (Cont'd)

Engineer—1st class license. 17 years in radio. CREI graduate. 4 years experience 5 kw operation and maintenance. Want permanent technical position. Excellent technical and personal references. Box 585, BROADCASTING.

Returned veteran, now employed in sales department 5 kw network station desires change. Ten years in all phases radio including management and sales. Write full details to Box 586, BROADCASTING.

Young veteran, experienced on news, announcing, platter shows. References. Prefer central or western states. Box 587, BROADCASTING.

Why not get that application on file? We handle all details for you in an efficient expedient manner. Let us make your idea a reality now! Box 594, BROADCASTING.

Producer-director—17 years network experience, writing, directing, public relations, administrative personnel, all phases of broadcasting. Interested in position with progressive station, midwest. Box 615, BROADCASTING.

Technical director—Desires responsibility of engineering department new or existing midwest AM, FM station. Experienced in installation, organization, operation. Age 36. Present supervisor 5 kw. Available September first. Box 596, BROADCASTING.

Announcer—experienced. Veteran, 33, neat appearance, married, one child. 3 years civilian experience as newscaster and staff announcer, theatrical background. Would like position as newscaster and/or announcer with chance in program department. Ralph F. Ellis, Rt. 2, Norristown, Penna.

Technician. Graduate of leading radio institute. Holder 2nd class radiotelephone license. Young, single, ambitious. Will travel anywhere. Nicholas Ferrante, 2278 Newbold Ave., Bronx 61, N. Y.

Calling all program directors! Interested in expert newscaster, announcer? Six years' experience. Also disc jockey, write continuity, play piano. Veteran. L. Marvin Parmett, 135-58 Francis Lewis Blvd., Laurelton, L. I. 10, N. Y.

Veteran—With little announcing experience, desires connection with small station. Good voice. Ad-lib and recorded shows my dish. Age 20. Sober, reliable, ambitious. Transcription available. Willing to work under veteran's training. Bob Royston, 424 Catawba St., Erwin, Tenn.

Announcer. Veteran. All types announcing. Graduate leading radio school in country. 2 years Army experience. Theatrical background. Single, 33. Will travel. Gene Rand, 531 W. 48 St., New York City.

Announcer. Veteran. Graduate course in all phases radio technique leading radio school. Army experience. Handle all types announcing. Can write continuity. Married, 25. Will travel. Neal Branch, 20 Christopher St., New York City.

Veteran, age 25, 2 dependents. Anxious to get started in radio after 3½ years Army. 6 months AFN experience. 3 years college journalism. Graduate nationally recognized school. Can write continuity. Interested in announcing and continuity. Highest recommendations. Available August 15. Want 5000 watt or under. Box 607, BROADCASTING.

Engineer-announcer, veteran, 26, 1st phone-telegraph. Graduate leading New York announcer school. 2 years' experience 250-1000 w. Details and disc on request. Box 606, BROADCASTING.

Announcer-newscaster, veteran, married, 30. Five years' experience; starting salary, $50.00 plus talent. Prefer east coast. Box 605, BROADCASTING.

First class ticket with two years' experience operating 1000 watt station desires position with technical staff of New York or Chicago broadcast station. Box 599, BROADCASTING.

Experienced chief engineer available; 12 years in broadcasting; prefer southeast, especially North Carolina. Box 600, BROADCASTING.

Veteran—Now employed announcer network station. Four years' experience. University graduate. Married. Wants on-the-job training as announcer-producer-programming with top advertising agency or production-wise station. Available thirty days' notice. Box 601, BROADCASTING.

Available immediately, experienced staff announcer. Last position 50 kilowatt NBC affiliate. Married veteran. Please state salary. Jack Allott, 1042 Strand, Hermosa Beach, California.

Situations Wanted (Cont'd)

Sportscaster and news man with nine years' radio experience in all phases. Has served as station manager. Desires change. Now employed. This man is no drifter. Box 602, BROADCASTING.

Community service, educational or women affairs director. We know a striking vibrant personality whose background and capabilities should be appreciated by any station wanting to lead the parade. Radio and educational background unusual. Box 609, BROADCASTING.

Stop, look, and above all listen to an announcer who isn't half-bad. Three cents will get you an ET. All-round experience. Will travel. Box 608, BROADCASTING.

Announcer-newscaster. Network quality. Experienced with many type shows. Also write, act, direct. College grad, married, age 24, ex-Naval officer. Box 574, BROADCASTING.

Announcer-narrator-newscaster. Available auditions Philadelphia area during August. Discs available elsewhere. Box 576, BROADCASTING.

Writer seeks continuity position with station offering opportunity. Prefer city above 15,000 population. Free lance, civilian and wide military background. Samples available. Will consider any reasonable offer. Box 579, BROADCASTING.

For Sale

Brand New Western Electric type 241—A double plug two ft patch cords $7.00 each. Also brand new thirty inch two conductor type PL—55 patch cords $2.00 each. Limited quantity General Electric DB meters. 3 inch rectangular case $10.00 each. All orders shipped prepaid upon receipt of check with order. Broadcast Equipment Co., Box 222, Evanston, Ill.

One 300' Blawknox self-supporting tower with insulators, capable of supporting AM and FM. $4,000.00. One 1400 watt AM transmitter with tubes, capable of conversion for 1000 watt FCC approval. $1,000.00. Two 250 watt composite AM transmitters with tubes. $300.00 each. Box 577, BROADCASTING.

For sale—Used 165' Blawknox, self-supporting insulated tower, including lighting equipment, price, $900.00. Box 598, BROADCASTING.

RCA—Type TMV—122-B, 3 inch Cathode-Ray Oscillograph; good condition, $65.00. Can ship immediately. Wire Norman Loose, KAVE, Carlsbad, N. M.

60 new Weston 4" level indicating meters, model No. 862, scale—20/0/ plus 3DB, illuminated dial, used in all broadcasting and recording studios. List price—$46.75. Your cost: $31.75. Order now! Charles Ajar, 124 Amity St., Brooklyn 2, N. Y.

One WE 23B console. Good condition, spare tubes, immediate delivery. WSTV, Steubenville, Ohio.

Transmitter—Temco 250 watt in original crate with two sets of tubes. Converted by Kluge Radio Co. $3,000.00. Box 365, Fort Worth, Texas.

Wanted to Buy

Wanted—Universal Synchronous Recording Motor with 15 to 1 gear ratio. Write to Box 458, BROADCASTING.

Three-phase transformer with reactor to deliver 8000 volts rectified DC from 4 to 10 Amps. Box 568, BROADCASTING.

Two insulated, guyed or self-supporting vertical radiators 225 ft. or a little higher. Box 569, BROADCASTING.

5000 watt AM transmitter, new or used, but at a bargain. Also antenna phasing and coupling equipment. 1—415 ft. high tower capable of supporting and RCA "Super Turnstile" and withstanding hurricane winds (90 or 100 MPH) standard CAA lighting fittings. 2—178 ft. high towers, capable of withstanding hurricanes. CAA lighting fittings. Box 578, BROADCASTING.

Miscellaneous

Disc jockey's comedy material. Box 493, BROADCASTING.

Field Intensity Meter, RCA 308A. Will trade for RF Bridge and RF Oscillator. Box 558, BROADCASTING.

Interested in establishing AM station in Plainfield, New Jersey, area with owners-operators. Prefer associates from vicinity. Box 613, BROADCASTING.

IATSE Plans to Bring All Television Workers Within Union's Jurisdiction

INTERNATIONAL Alliance of Theatrical Stage Employes and Motion Picture Operators will be told that all television workers should come within the union's jurisdiction, when it meets today (Monday) at the Stevens Hotel, Chicago.

Richard Walsh, Brooklyn, president of IATSE, so indicated at a news conference held Wednesday following three days of meetings by the union's executive board prior to the convention.

Membership in the union will include "everybody in front of the camera excepting talent," Mr. Walsh declared. In answer to questions put to him by the press, Mr. Walsh said in his opinion that this would also include the television cameramen and engineers, a point about which the International Brotherhood of Electrical Workers is expected to argue. Under present plans being drafted by IATSE, the television industry will be notified that television is subject to the same regulations as motion pictures and the theatre.

The union is also expected to notify CBS and NBC that its present contracts which call for union membership among stage hands only will be subject to revision to duplicate contracts now held with DuMont and WBKB Chicago. WBKB is the latest television station to sign with IATSE and is now '100% union," according to Mr. Walsh. William C. Eddy, director of WBKB, said he had also signed with IBEW but this has not been confirmed by the union. If this is authentic, the problem of just which union member would operate a WBKB camera is expected to provide considerable discussion.

Mr. Walsh also said the union intends to notify networks and stations presenting audience participation programs from their studios that any theatrical staging or "props" must be handled by union labor. He said this would include "the give-away programs where you have radios, refrigerators and so forth on display on the studio stage."

"Radio has been edging into the theatrical field for a long time," Mr. Walsh declared. "It's time they understand that a show presented before a live audience is theatre whether it is broadcast or not."

Twelve hundred delegates of IATSE, which claims some 55,000 members in motion picture, theatre and radio, will attend the convention.

NAB GROUP STARTS FREE SPEECH STUDY

NAB Freedom of Radio Committee, meeting in New York last week, started a study of the various phases of the problem of freedom in the gathering and dissemination of news, information and entertainment for both domestic and international broadcasting. Coordination on the part of all such committees, including those in the press and motion picture fields, was discussed.

Justin Miller, NAB president who presided over the session, in remarking upon the Constitution's first amendment and radio's relationship, stated that a series of recommendations will be made to the NAB board of directors next week which will enable the industry to properly perform "its important functions as a medium for the dissemination of news and information."

Members of the committee present in addition to Mr. Miller were: Eugene Carr, WPAY Portsmouth, Ohio; Henry P. Johnston, WSGN Birmingham, Ala.; Frank Stanton, CBS; William S. Hedges, NBC (representing Niles Trammell); Don Petty and C. E. Arney Jr., NAB. Other members of the committee are: Mark Woods, ABC, Edgar Kobak, MBS; Harold Hough, WBAP Fort Worth, Tex.; James W. Woodruff Jr., WRBL Columbus, Ga.

A DOOR IS OPEN TO COMMERCIAL MANAGER'S OFFICE

A commercial manager is wanted who would like to live and work in the San Francisco area, welcome a challenge to direct sales for a large and very progressive station and have an opportunity to show that he is worth more than the $5500.00 to $6000.00 the position will pay to start . . . the man we are looking for is probably now employed as a topflight station salesman . . . a sales manager . . . or a station manager, who wants to spread his wings . . . send your complete and detailed story on business background, experience, education and family status, together with photograph and experience.

P.O. Box 2211 Station B San Francisco, California

A major advancement in the recording blank field . . .

10 Year GUARANTEE

GOULD-MOODY "Black Seal"

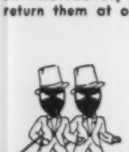
ALUMINUM RECORDING BLANKS

. . . at no increase in price!

After prolonged research and experimentation, we have introduced technological improvements into "Black Seal" blanks that not only increase life span, but materially enhance the other finer characteristics of these blanks. And so positive are we of the worth of these perfected "Black Seals" that we're offering them to you on an unconditional ten-year guarantee basis.

You can't afford to be a recording isolationist . . .

"Black Seal" blanks will not rip up, disintegrate or powder after the first playing if kept in storage for any long period of time. You are in no danger of losing valuable recordings in what, up until now, you have considered your safe library of recording blanks. No matter how well you may be satisfied with your present blanks, you can't afford to be a recording isolationist. Try "Black Seals"—if, for any reason whatsoever, you aren't satisfied, return them at our expense.



THE GOULD-MOODY CO.
Recording Blank Division
395 BROADWAY NEW YORK 13, N. Y.

Approval of KJR Transfer Is Asked

APPROVAL of sale of KJR Seattle, Wash., to Field Enterprises Inc., for $700,000 [CLOSED CIRCUIT, June 24 and July 8] by Birt Fisher was asked in application filed last week with the FCC.

Actual assignment by Mr. Fisher, who is sole owner of the station, is to Field subsidiary, Totem Broadcasters Inc. Total stock authorization of the proposed purchaser—100 shares—is wholly owned by Field Enterprises, of which Marshall Field is president and majority owner.

Sale contract stipulates that within 20 days after formal Commission approval is received, balance of $675,000 will be paid to Mr. Fisher—$25,000 now being held in escrow. Totem Broadcasters contemplates a stock sale of $899,000 to Field Enterprises to acquire funds to consummate purchase.

Present Field holdings include WJJD and experimental station W9XJD Chicago; WSAI Cincinnati, which also has an FM construction permit, and KOIN Portland. In addition, Mr. Field owns the *Chicago Sun;* newspaper *PM;* Simon & Schuster and Pocketbooks Inc., New York, and Quarrie Corp., Chicago, publishing firms. Mr. Field is a director of Marshall Field & Co., Chicago (department store), the Continental Bank and Trust Co., Chicago and a partner in Cross Country Reports, publisher of *The Southern Farmer.*

Officials of Totem Broadcasters are: Marshall Field, president; Clem J. Randau, vice president; Howard Lane, vice president and director of broadcasting for Field Enterprises and Carl J. Weitzel, secretary-treasurer.

Mr. Field owns 100% of all preferred and class A common stock of Field Enterprises, in addition to 61.9% of class B common. Marshall Field Jr., director of parent organization, has 28.6% class B stock.

Other officers and stockholders of Field Enterprises (all have 1.9% class B stock interest) are: Frank W. Taylor, vice president; Clem J. Randau, vice president; Carl J. Weitzel, vice president-treasurer-assistant secretary; Louis S. Weiss, secretary, and George Richardson, assistant secretary. Howard A. Seitz is assistant secretary but holds no stock.

Harold Remington

HAROLD GEORGE REMINGTON, 65, military analyst of Transradio Press Service and veteran war correspondent, died last Thursday at his home in New York. Entering newspaper field at 15, Mr. Remington covered closing phases of the Russo-Japanese war and war in the Balkans as well as both World War I and II. He leaves his wife, Sabri Leona, and two sons.

IT&T Names Wendell

EDWARD N. WENDELL, since 1944 a vice president of Federal Telephone and Radio Corp., manufacturing affiliate of International Telephone and Telegraph Corp., has been named vice president of IT&T in charge of Federal. He has been with present system since 1925, joining FT&R in 1942 with formation of that firm. In his new post he assumes full managerial authority of Federal which last year produced more than $80,000,000 in radio, telephone and electronic equipment.

Mr. Wendell

FIGHT OVER 710 KC REVIEWED JULY 31

ANOTHER ROUND in the fight of WHB Kansas City and WTCN Minneapolis for assignment on 710 kc will be held July 31, when FCC hears oral argument on its proposed decision to grant WHB's application conditionally and deny WTCN's subject to possible further showing.

WHB, daytime station on 880 kc with 1 kw, for six years has sought 710 kc with 5 kw, directional antenna fulltime. WTCN, on 1280 kc with 5 kw day and 1 kw night, applied for 710 kc with 10 kw, DA at night, seven years ago. The applications have been heard three times. In its proposed decision [BROADCASTING, June 10], FCC left the way clear for further showing that both applications might be granted.

Succeeds Callan

NORMAN GRANT, formerly in charge of war business for General Foods Corp., Washington, has been appointed manager of the firm's Government department in New York, succeeding Charles J. Callan, who retires this month. Associated with General Foods since 1900, with the exception of three years with other companies, Mr. Callan during the war was in direct charge of the sale and production of more than $100 million worth of General Foods products for the armed forces, receiving many honors for his contributions to the war effort, including a citation from Secretary of War Patterson.

Edward A. Poage

EDWARD A. POAGE, 45, assistant station engineer of KGO San Francisco, headquartered at transmitter in Belmont, died in his San Mateo home following a heart attack on July 11. He had been with NBC since 1929 and prior to that was engineer of KGO before bought by the network. Besides his wife Marion, surviving are two daughters.

Newsmen on Coast Seek Improvement

LONG RANGE plans to elevate the standards of radio news are being worked out by newsmen of Southern California stations as result of the NAB news clinic held July 11 at KFI Los Angeles. To assure full development management is to be invited to cooperate.

A three-man committee is to contact the Southern California Broadcasters Assn. and in two weeks report back to those attending the organization meeting resulting from the news clinic, called by William B. Ryan, NAB 16th District director and general manager of KFI. Composing the committee are George Lewin, KECA Los Angeles news manager; Pat Bishop, KFI news editor, and Vance Graham, KMPC Hollywood.

Attending KFI news clinic:

Roger Patrick, Fred Henry, KLAC Los Angeles; Sheldon Bren, KCMJ Palm Springs; Ed King, KFMB San Diego; Ernie Ford, Larry Shields, Frank Crilly, Don Cummings, KFXM San Bernardino; Bill Smith, Norman Masterson, Martin Gaston, Byron Durham, KFOX Long Beach; J. W. McFarlane, Art Mason, KPMC Bakersfield; Eddie Albright, KGFJ Los Angeles; E. S. Spencer, L. S. Nicholson, KVOE Santa Ana; Gene Williams, KPRO Riverside.

Joe Roos, Al Gordon, KFWB Hollywood; Howard P. Gray, Carl Brewster, KFVD Los Angeles; Ken Barton, Gill Beaton, KWKW Pasadena; Ned Connor, Doug Douglas, KRKD Los Angeles; Carl H. Saunders, Dick Schofield, KXLA Pasadena; Charles Granville, KFAC Los Angeles; J. G. Paltridge, KGIL San Fernando.

Chet Huntley, Jack Beck, KNX Hollywood; Mr. Lewin, Amos Baron, KECA; Mr. Graham, G. G. Renier, Bob Adams, KMPC; Mr. Ryan, Mr. Bishop, R. E. Sprague, J. C. Swayze, Kerwin Hoover, R. J. Hammargren, Ted Meyers, George Whitney, Charles Brown, John Curran, Curtis Mason, Dean Moxley, KFI; Mr. Stringer, Bob Coleson, NAB.

RMA GROUP ADOPTS 4-POINT PROMOTION

UNDER the general theme, "A Radio in Every Room—A Radio for Every Purpose," the Radio Manufacturers Assn. Advertising Committee, meeting at the Stevens Hotel, Chicago, last Tuesday adopted a four-point promotion program as follows: (1) a women editors' clinic in early fall in New York: (2) organization of a speakers' bureau; (3) program to encourage all department and furniture stores to include radios in store room displays; (4) solicitation of individual advertisers' support of the RMA program.

Chairman John S. Garceau, Farnsworth Telev. & Radio Corp., Fort Wayne, Advertising Committee chairman, had named the following subcommittees, which submitted the proposals: Promotion Program—Edward R. Taylor, Zenith Radio Corp., chairman; Victor A. Irvine, Galvin Mfg. Corp.; Seymour Mintz, Admiral Corp., all Chicago. National Radio Week—John F. Gilligan, Philco Corp., Philadelphia, chairman; W. H. McGill, Westinghouse Radio Stations, Pittsburgh; L. E. Pettit, General Electric Co., Syracuse; George Faurie, Westinghouse Electric Corp., Baltimore.

At Deadline...

UOPWA CHARGES NBC WITH UNFAIR PRACTICES

NATIONAL Labor Relations Board Friday notified NBC that United Office & Professional Workers of America (CIO) had withdrawn petition to represent network white collar workers, thus opening way to file formal charge of unfair labor practices against network. No reply late Friday to UOPWA letter to Niles Trammell, president of NBC, accusing network of violating National Labor Relations Act.

Enumerating various alleged "acts of interference," letter stated "11 women were fired" from guest relations department of network and that "the firing occurred very shortly after the UOPWA had filed for an election for this department."

Letter also objected to dismissal of Richard Niederstein, supervisor of international department's newsroom, admitting he was most active union leader in that department. It also pointed out that when dismissed he was told it was to make way for veteran, in spite of fact that Mr. Niederstein is veteran himself.

Letter, signed by Aaron Schneider, regional director of UOPWA, also requested immediate meeting between UOPWA representatives and policy-making officers of NBC and reinstatement of Mr. Niederstein.

CIO SAYS WIP CUTS POWER

CHARGES THAT WIP Philadelphia using 1 kw auxiliary transmitter instead of regular 5000 w transmitter made Friday by William Bender, international representative, Broadcast Branch, American Communications Assn. (CIO), now on strike against WIP, (earlier story page 18). Bender, who said he filed complaint with FCC, branded use of lower-power transmitter as "a disservice to the public and the station's sponsors." Benedict Gimbel Jr., WIP president, said station "operating in strict conformity" with its license.

WOWO-WIRE HEARING

FIVE-YEAR-OLD application of WOWO Fort Wayne for increase from 10 to 50 kw on 1190 kc consolidated with WIRE Indianapolis application, also filed in 1941, for change from 1430 to 1190 kc, with increase from 5 to 50 kw, FCC announced Friday. Both applications dismissed under wartime freeze order, later re-filed. Both propose directional antenna, WIRE for night only. Hearing date not set.

SELL U. S. THROUGH ADVERTISING, CC AIM

APPOINTMENT of special task force to develop program for "American Opportunity" campaign through advertising announced Friday by Chamber of Commerce of U. S. Campaign proposes advertisers allocate definite part of budgets for advertising designed "to encourage American people to understand and appreciate the American way of life."

Task force, which holds first meeting Friday (July 26) at Waldorf Astoria, New York, composed of: Leonard W. Trester, director of public policy, General Outdoor Adv. Co., Washington, chairman; Joe M. Dawson, chairman, executive committee, Geyer, Cornell & Newell, New York; Paul S. Ellison, public relations director, Sylvania Electric Products, New York; Edwin S. Friendly, general manager, *New York Sun;* Walter D. Fuller, president, Curtis Publishing Co., Philadelphia; Frederic R. Gamble, president, American Assn. of Advertising Agencies, New York; J. Harold Ryan, vice president-treasurer, Fort Industry Co., Toledo, former NAB president; Myles Standish, president, Standish-Barnes Co., Providence.

LINKLETTER FOR KAY KYSER

ART LINKLETTER to substitute for Kay Kyser on NBC's *College of Musical Knowledge*, effective July 24 for eight weeks while latter vacations. Colgate-Palmolive-Peet Co. (Palmolive soap & cream), sponsors show through Ted Bates Inc., New York.

ATHEISTS

(*Continued from page 4*)

him time for talks on atheism but carried religious programs and direct arguments against atheism. Existence or non-existence of a Divine Being, he argued, is controversial ssue.

Stations claimed subject was not "controversial," that discussion would not be in public interest, and that, even if "controversial," it was "not of sufficient public moment."

FCC said question "does not involve blasphemous attacks upon the Diety" or any religous belief or organization, "but only such criticisms as would necessarily be implied in the logical development of arguments supporting atheism."

"It is true that in this country an overwhelming majority of the people profess a belief in the existence of a Divine Being," opinion asserted. "But the conception of the nature of the Divine Being is as varied as religious denominations and sects and even differs with the individuals belonging to the same denomination or sects.

"So diverse are these conceptions that it may be fairly said, even as to professed believers, that the God of one man does not exist for another," FCC continued. "And so strongly may one believe in his own particular conception of God that he may easily be led to say, 'Only my God exists, and therefore he who denies *my* God is an atheist, irrespective of his professed belief in *a* God'."

Commission held that "a rule which denies freedom of expression to the professed atheist should certainly be applied with equal, if not greater, strictness to one whose views are, in fact, atheistic but who seeks to deny or conceal his atheism."

NEW AMs GRANTED; KGO AUTHORIZED 50 KW

GRANTS for 11 new AM stations, 50-kw power for ABC's KGO San Francisco, and changes in facilities for four other stations announced by FCC Friday.

George W. Trendle and H. Allen Campbell, active stockholders in King-Trendle Broadcasting Corp., whose $3,650,000 sale to ABC was approved during week (see story page 17), own Central Broadcasting Corp., which received grant for new Flint, Mich., station on 600 kc, 1 kw day 500 w night, DA fulltime.

KGO, now operating with 7½ kw, is on 810 kc, will install DA for fulltime use with 50 kw. Other changes announced: KFSD San Diego, go from 1 to 5 kw on 600 kc, DA fulltime (Commissioner Durr voting for hearing); KVGB Great Bend, Kans., change from 1400 to 1590 kc, increase from 250 w to 5 kw, upon condition as to interference it may receive if WAKR Akron's application for DA changes is granted (WAKR application continued in hearing, Commissioner Jett voting to grant); WAYS Charlotte, on 610 kc with 1 kw, DA fulltime, increase daytime power to 5 kw (Commissioner Durr voting against); WCAZ Carthage, Ill., change from 1080 to 990 kc, increase power from 250 w to 1 kw, daytime only.

Station grants were:

Houston, Tex.—Fred Weber, E. A. Stephens, William H. Talbot, trading as Texas Broadcasters. 1590 kc, 1 kw fulltime, DA at night. Partners own WDSU New Orleans. Mr. Weber, WDSU general manager, is former Mutual general manager. Granted July 18.

Lubbock, Tex.—Caprock Broadcasting Co. 1590 kc, 1 kw, DA fulltime, conditioned on protection to new co-channel Houston station and to WAKR and KVGB. Principals: Joe H. Bryant, theatre and real estate interests, president, 25%; J. T. Krueger, Lubbock surgeon, 29%; Arch S. Underwood, warehouse and other business interests, 14%; J. H. Felton, business manager Lubbock General Hospital, and George E. Benson, auto agency, 5% each. Granted July 18.

Arecibo, P. R.—Caribbean Broadcasting Corp. 1280 kc, 1 kw, fulltime. Principals: Byron Mitchell Jr., Gainesville, Ga., AAF veteran, president; Aristedes Santoni Ledesma, Arecibo movie interests; Antonio Estena Vidal, rum blending and other interests; Juan Francisco Piza Salicrup, Arecibo lumber dealer, and Jose Victor Oliver and Andres Barcelo, Arecibo businessmen, 15.3% each; Edward B. Dunlap, Gainesville, 7.6%. Granted July 18.

Annapolis, Md.—Annapolis Broadcasting Corp. 1190 kc, 1 kw, daytime only. Principals: Morris H. Blum, formerly with FCC Radio Intelligence Division, president, 64%; Charles A. Blum, Baltimore engineer, secretary-treasurer, 22%. Granted July 18.

Tampa, Fla.—W. Walter Tison, former station manager WFLA Tampa, 1110 kc, 1 kw, daytime only, on condition he dispose of stock (0.02%) in WFLA. Granted July 18.

Flint, Mich.—Central Broadcasting Corp. 600 kc, 1 kw day, 500 w night, DA fulltime. Principals: George W. Trendle, former 40% owner King-Trendle Broadcasting Corp. (WXYZ Detroit, WOOD Grand Rapids), 65%; H. Allen Campbell, former 10% owner King-Trendle, 35%. Granted July 17.

Texarkana, Tex.—Texarkana Broadcasting Co. 1400 kc, 250 w, fulltime. Partners: David M. Segal, manager WROX Clarksdale, Miss., 70%; Henry N. Fones, radio engineer, 16 2/3% interest in State Gazette Broadcasting Co., Dyersburg, Tenn., 30%. Granted July 18.

Mitchell, S. D.—Mitchell Broadcasting Assn. 1490 kc, 250 w, fulltime. Equal partners: Raymond V. Eppel, Minneapolis organist and orchestra leader; James P. Ryan, one-third owner Minneapolis cafe. Granted July 18.

Dickinson, N. D.—Dickinson Radio Assn. 1230 kc, 250 w, fulltime. Principals: William H. Walton, businessman, president; P. J. Weir, dentist, and F. M. Foster, businessman, 28% each; R. B. Cummins, businessman, 16%. Messrs. Walton, Foster, and Cummins associated with ownership KGCU Mandan, N. D. Granted July 18.
July 18.

Portland, Ore.—John W. Davis, Army veteran, of Oakland, Calif., 800 kc, 250 w, daytime only. Mr. Davis will manage station. Granted July 18.

Dinuba, Calif.—Radio Dinuba Co. 1130 kc, 250 w, daytime only. Partners: Egon A. Hofer and David L. Hofer, ranchers, 47½% each; John M. Banks, Visalia, Calif., radio technician, 5%. Granted July 18.

LICENSE RENEWALS to May 1, 1949 announced Friday by FCC for WDAF Kansas City, Mo.; WEAN Providence; WGAN Portland, Me., and auxiliary; WICC Bridgeport, Conn.; WPRO Providence and auxiliary; WREC Memphis and auxiliary; WSJS Winston-Salem.

Closed Circuit

(*Continued from page 4*)

probably downward, and then gradual building up of station to conform with established Crosley-Shouse management policies.

DEMAND for *Radio's Second Chance*, authored by Charles Siepmann, who assisted in preparation of FCC Blue Book, last week seemed slighter than hullaballoo indicated. Spokesman for Little, Brown & Co., Boston publishers, admitted sales "aren't large." One report was it has sold about 1,800 copies, which would indicate public isn't concerned with radio reforms.

TELEVISION LINKS, PICKUPS PROVIDED IN ULTRA-HIGH BAND

REVISION of frequency service allocations in ultra-high frequences announced Friday by FCC provides for specific allocations for television pickup and television studio-transmitter links, to be licensed only to licensees of television stations. New allocations designed to minimize potential congestion in these bands and to reduce number and expense of shifts in frequency occupancy that might otherwise be necessary.

Assigned to television pickup is band 1295-1425 mc; to television pickup and STL, 6800-7050 mc and 12500-13000 mc.

Television pickups described as radio facilities used for transmission of programs of temporary nature such as ball games, parades, news events from locations where wire service not readily available, to television broadcast stations.

Television STL described as radio facilities used for transmission of programs from studios to broadcast transmitters on mountain top locations or other inacccessible locations when wire services are not available.

Simultaneously FCC announced revision of frequency allocations between 25,000 kc and 30,000,000 kc covering international allocations which it is recommendng to State Department. Table reflecting all changes effected since original table made public May 25, 1945 embraces relay broadcast (in band 25 to 30 mc), low-band television channels (44-88 mc), channels allocated for FM, including facsimile (88-108 mc); high-band television channels (174-216 mc) and experimental television broadcasting and facsimile channels including FM-ST links (470-960 mc).

RCA TO SHOW CAMERAS

RCA VICTOR'S new Image Orthican television cameras (see pictures, page 69) to be shown in field demonstration of closed circuit television, Aug. 21-30 at Iowa State Fair, Des Moines, when International Harvester and KRNT Des Moines present video programs. Complete studio facilities and 12 television home receivers.

KYOS SALE AUTHORIZED

FCC APPROVAL of $51,000 sale of one-third interest in KYOS Merced, Calif. (1490 kc, 250 w fulltime) to Hugh McClung, already one-third owner, announced Friday. Transfer is from estate of late Ray McClung (brother of Hugh), who died in 1939.

Coupled with KYOS transfer application were plans for sale of late Mr. McClung's one-sixth interest in two other McClung stations, KHSL Chico (1290 kc, 1 kw fulltime) and KVCV Redding (1230 kc, 250 w fulltime), to Mrs. Hugh McClung for $51,000 [BROADCASTING, April 1]. Thus Hugh McClung would own two-thirds of KYOS and he and wife would own about 82% of KHSL and KVCV. Remainder of all three stations owned by Peter McClung, Hugh's father.

FM COAST HEARING SET

CONSOLIDATED hearing of 10 FM applications for nine channels in San Francisco area set by FCC for Aug. 12 before Commr. Ray C. Wakefield in San Francisco. Applicants: Pacific Broadcasting Co., Chronicle Pub. Co., Pacific Agricultural Foundation, NBC, Don Lee Broadcasting System, Scripps-Howard Radio, KJBS Broadcasters (a partnership), Hughes Tool Co., KROW Inc., Radio Diablo Inc.

SHOUSE NEW CROSLEY BROADCASTING CORP. HEAD

WITH APPROVAL by FCC Friday of transfer of license of WLW and subsidiaries from Crosley Corp. to newly formed Crosley Broadcasting Corp., announcement made of officers of new company, which also will embrace WINS New York. James D. Shouse, heretofore vice president in charge of broadcasting, becomes president of new firm. Irving B. Babcock, president of Crosley Corp., and of its parent Aviation Corp., becomes chairman of board of new company, whose activities now are segregated from manufacturing and other operations of Crosley Corp.

Other officers of broadcasting entity are Robert E. Dunville, vice president and general manager; Elmer J. Boos, vice president and treasurer; R. J. Rockwell, vice president in charge of engineering; Harry M. Smith, vice president in charge of sales and R. S. Pruitt, New York, secretary. Mr. Pruitt also is secretary of Crosley Corp., of which new organization is wholly-owned subsidiary.

Reassignment in compliance with wishes of FCC, expressed when it approved transfer of Crosley Corp. to Aviation Corp. last September. Directors of new corporation are Messrs. Babcock, Shouse, Dunville, Pruitt and Victor Emanuel, Avco chairman; R. C. Cosgrove, Powel Crosley Jr., and Walter A. Morgenson. (See story, page 17.)

JUNE SET PRODUCTION ABOVE PREWAR AVERAGE

SET PRODUCTION in June exceeded prewar monthly average of 1,100,000 sets in 1941, Radio Manufacturers Assn. said in announcement for release Sunday. Combined output by RMA member companies was 1,052,597 sets of all types in June. With production of many newcomers in radio manufacturing field month's entire output estimated at above 1,100,000.

FM set production still proportionately small, gaining steadily, 17,273 units made in June. Continued wood shortage for cabinets greatest delaying factor, said RMA, but several manufacturers bringing out new FM models in early fall. Television set production limited to show models—about 200 for first half of 1946. Sizable production expected in early fall and winter.

Total set turnout first half 1946 estimated at 5,500,000. Of June production 750,000 were table models, 60,000 auto radios.

CHARLES STAHL, former commercial manager, WDAS Philadelphia, named general manager Philadelphia office, Forjoe & Co., station representatives.

People

BEN MILLER, NAB department of information, father of boy, William Frederick, born late Thursday night. Mr. Miller went to NAB following service in Army Service Forces radio section, as captain. Mrs. Miller, former Mary Frances Zarbuck, with CBS Washington publicity before her marriage.

LANSING B. LINDQUIST, returned as program director of WSYR Syracuse following his release from Army early this month, appointed manager of WSYR-FM. While in service he was radio and communications officer under General MacArthur in Tokyo.

JOHN W. BOLER, president of Mississippi Valley Network and chairman of North Central Broadcasting System, admitted to Presbyterian Hospital, Chicago, for operation to remove gall bladder.

NETS ASKS 'SPINDLE EYE' USE IN ATOM BROADCASTS

FOUR MAJOR networks Friday telegraphed Rear Adm. H. B. Miller, Navy Information Chief, requesting Army communications ship *Spindle Eye* be used for broadcast transmissions of second atom test scheduled for 4:3[illegible] p.m. EST, July 24 (8:35 a.m. July 25 Bikini time). Nets said Naval equipment intended for use at second experiment no better than that used for inferior broadcasts of first [BROADCASTING, July 8].

Meanwhile 11th hour dash to bolster technical handling of second Bikini broadcast made when Marvin Royston, former Navy lieutenant, rushed by special Navy plane to test area.

Now civilian research engineer with Frederick Hart & Co., Poughkeepsie, recording equipment manufacturers, Mr. Royston handled design and layout of Navy radio installations at Pearl Harbor, and Guam and handled much of communications traffic for Normandy landings. Prior to Navy service, he was Blue Network and NBC engineer. In Pacific, he worked with Commdr. Don Tompson, radio officer for atomic tests, on leave from NBC, and with Lieut. Commdr. J. Harrison Hartley, former Navy radio chief, now returned to NBC as television special events head.

It was also learned Friday that Lieut. Commdr. William A. Woods, former announcer with WCOP Boston, to handle pooled airborne description of test from observation plane.

RCA engineers plan extensive scientific observations and tests to ascertain effect of second atomic bomb on radio transmission. Tests will cover large area of Pacific.

Revision of FCC Program Forms Probable

SOME REVISION of FCC's proposed questions about programs, set forth in March 7 Blue Book, expected when new program log forms appear in fall, as result of conversations with Budget Bureau and broadcasters.

Commission now revising forms, clarifying certain definitions and making other alterations at request of Budget Bureau and industry. Among clarifications is section relating to definition of "Wire Programs" (news), which FCC interprets to mean that 50% or more wire copy rewritten by stations would be classified "local live"; otherwise "wire."

International News Service petitioned Commission to clarify, contending proposed definition would result in all newscasts using wire services being classified erroneously as "wire" [BROADCASTING, April 22]. INS doesn't provide processed radio wire. FCC thinks its proposal classifying news as "live" if more than half is "usually devoted to local news or comment" covers rewritten wire news. INS doesn't.

In process are plans for FCC-industry-Budget Bureau conference early September on new FCC forms. Wayne Coy, WINX Washington, chairman, Industry Radio Subcommittee on Government Questionnaires, has had several informal sessions with Budget and FCC.

It's apparently conceded FCC will get some information on programs. Budget Bureau and Coy committee attempting to make it as little burdensome as possible.

John Farmer, a Kansas Journalism graduate, gives KMBC news the regional slant from experience as a country newspaper editor.

He Wears Well . . .

Broadcasting has its share of flash-in-the-pan characters. You know the kind. Off in a cloud of dust! But when the dust blows away . . . *you've guessed it!*

Then there are others like John Farmer, another topflight member of KMBC's famed news department. He came to KMBC in 1939—with a background rich in newspaper and press service reporting.

John makes friends easily, but what is most important of all, his friendships *stick.* Evidence of this was the royal welcome he received from a sojourn in the South Pacific for Uncle Sam.

Time-tested and proved personalities and programs give KMBC an advantage that *sticks* . . . something, too, that can't be built overnight. Over a quarter-century of programming *know-how* is an important ingredient of KMBC's listener leadership. Yes sir, the program's the thing!

KMBC

OF KANSAS CITY

Free & Peters, Inc.

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